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foreign trade



A FRESH LOOK AT THE AUSTRIAN MARKET (page two)

foreign trade

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cover

The businessman who looks upon Austria mainly as tourist territory, with delightful resorts like Kitzbuhel, pictured here, should turn to the article on page two. It may stimulate him to explore the market in this small country, where recovery has proceeded rapidly and trade is expanding.



CANADA

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A Fresh Look

How much does Austria import?

\$1,088 million worth of goods in 1957, compared with \$630 million in 1954, the last year of occupation. (All values given are in Canadian dollars.)

What does she buy abroad?

Chief imports in 1957 were coal \$112 million; industrial machinery \$82.8 million; personal cars \$51.5 million; electrical machinery, apparatus and tools \$44.9 million. These four represented 26.7 per cent of total imports.

Who are her leading suppliers?

In first place, Germany, supplying 36.2 per cent of Austria's imports, followed by United States 12.5, Italy 7.9, Switzerland 4.9, Britain 4.2, France 3.3, Poland 2.9, Netherlands 2.6, U.S.S.R. 1.9. Canada ranked 18th with .8 per cent.

How much does Austria buy from dollar countries?

Imports from all dollar sources totalled \$153.6 million in 1957.

What products come from the United States?

Main ones in 1957 were: coal \$49.3 million, corn \$21.8 million, cotton \$13.3 million, wheat \$4.9 million, scrap steel \$3.6 million, vehicles \$3.3 million, electrical machinery \$3.0 million, mining, building and industrial machinery \$2.9 million, vegetable oils \$2.9 million, tobacco \$2.9 million, chemicals \$2.8 million.

How much does Canada sell to Austria?

According to Austrian statistics, \$8.9 million worth of goods in 1957.

What products do we ship there?

The three leading products during 1957 were: wheat (34.3 per cent of Canadian sales), asbestos (22.4), and nickel (16.4).

Is this trade growing?

During the first three quarters of 1958 three products were added to the \$100 thousand or over group: bookkeeping and calculating machines and parts, molybdenite, medicinal preparations. In addition, 14 new items appeared in the trade statistics.

What are the best opportunities?

Raw and semi-processed materials for industry.

R. K. THOMSON, *Commercial Secretary, Vienna.*

SOME months ago the Austrian Government announced its intention to increase the liberalization of commodity imports from the dollar area. (See *Foreign Trade* of November 8, 1958, page 29.) The lists of additional products which may, as a result, be imported into Austria without import licensing and other formalities has not yet been published. Until this list comes into force, imports from Canada and the United States are, it is understood, being admitted more freely than in the past.

Principal Products Affected

This additional liberalization is expected to expand the list of unrestricted dollar imports (except in the agricultural sector) to approximately the level of permitted imports from OEEC countries. Generally speaking, it is expected that most raw materials, semi-processed goods, and manufactures will be admitted freely into Austria from the dollar area. However, many agricultural products will apparently continue to be subject to import licensing control and to individual approval.

This extension of liberalization is one result of the improvement in Austria's balance-of-payments position and the strengthening of her gold and foreign exchange reserves. The volume of Austria's foreign trade has been somewhat affected in the past year by the international recession. During the first half of 1958, Austrian exports fell 7 per cent below the same period in 1957 and imports also decreased by about 5 per cent. The trade deficit, however, was more than offset by a sharp rise in tourist earnings. Austria has remained prosperous, with a continued though slower increase in the gross national product and with high employment.

Canadian Opportunities May Improve

Import licences have, of course, been granted rather freely for many of the products to be liberalized. Thus this extension of liberalization will not necessarily provide many new opportunities for Canadian exporters. Nevertheless, with the removal of import licensing formalities for many products, Austrian importers may be encouraged to look to the dollar area for more of their needs, and Canadians may wish to seize this opportunity to make their products known.

the Austrian Market

More liberal treatment of goods from dollar countries makes this a good time for Canadian exporters to re-examine sales opportunities and trading practices here.

The opening of a Canadian trade office in Vienna in 1957 and Canadian Government participation in the Vienna Fall Fair in both 1957 and 1958 have helped to make Canada and Canadian goods more familiar to Austrian businessmen and consumers. However, with a population of just over seven million, this country does not provide a large market. It is certainly worth the attention of Canadian exporters, but they should be prepared to encounter some difficulties in their efforts to develop it.

Austria is not only, as many people imagine, a producer of music, textiles, and art goods but has a highly developed heavy industry and secondary industries wide in scope. The unprecedented prosperity and economic growth of the past several years have resulted in the creation of new industries, the expansion of old ones, and an increased demand for raw materials and semi-processed goods. And although wages and the standard of living in Austria are lower than in Canada and the U.S., the demand for consumer goods is increasing.

Apart from wheat, a staple Austrian import, Canadian products most likely to find markets in Austria are raw and semi-processed materials for industry. In fully manufactured goods, most of Austria's needs are met from domestic production or imported from nearby European countries. However, where Canadian manufactured products have some special competitive features, they can be sold here. And although the country produces most of the basic agricultural products it consumes, there is also a modest market for specialized agricultural and fisheries products.

Competitors Well Entrenched

Obviously the neighbouring European countries possess many advantages that make it more difficult for the Canadian exporter to compete: a geographical position close by that means lower freight charges, ease of contact with the market and with customers, long-standing trade and other ties, the ability to quote prices "free Austrian frontier", and the common use of the metric system. Germany is particularly well established in this market and enjoys a large share of Austrian trade, supplying about 37 per cent of Austrian imports (almost 60 per cent of Austrian imports of manufactured goods) and buying 24 per cent of Austrian exports. Italy, Switzerland, and the United Kingdom also have close and long-standing trade ties

with Austria. The United States supplies about 12.5 per cent of Austria's total imports.

Hints to Exporters

The Canadian exporter should consider all these competitive factors closely and give trading here special attention. Prices should invariably be quoted C.I.F. North European port, for example; sales literature should be provided in German, although business correspondence can, in most cases, be carried on in English. Austrian importers are accustomed to relatively generous payment terms and this should always be remembered.

For most products, the appointment of an agent working on commission is desirable but for certain products imported directly by industry, his services are sometimes dispensed with and factories prefer to deal directly with suppliers abroad. The establishment of a brand name in this essentially conservative market presents some difficulties and the exporter should consider ways of assisting a newly appointed agent to make a product known through advertising or other means. In making initial contacts here, samples, particularly of foodstuffs, should be provided whenever this is practical so that the prospective agent can canvass the market satisfactorily.

For those seriously interested in selling in Austria there is no substitute for a personal visit to investigate possibilities, to choose an agent, or keep in close touch with customers here. Vienna is easily accessible from all principal centres of Europe by train, plane or car—it is only three or four hours by air from London, and even less from Brussels, Zurich or Rome. Moreover, a satisfying holiday can be combined with a business visit to Austria, whether for winter sports at such resorts as Kitzbuhel or Bad Gastein or for the spring and summer music festivals in Vienna and Salzburg. Austria offers to the tourist both an inexpensive and a pleasant vacation and to the businessman a chance to do some sales promotion at the same time. ●

Canadian manufacturers or exporters who would like to have detailed information on the application of this new liberalization measure to particular products should write either to the International Trade Relations Branch of the Department at Ottawa or to the Commercial Secretary, Canadian Embassy, Opernring 1, Vienna 1.

How the U.S. Fisheries Are Faring

The United States buys more fish abroad than any other country, because its fishermen cannot land enough to meet rising demand. This decline in the domestic catch favours Canada, which continues to be the leading source of U.S. imports.

W. ADAIR STEWART,
Assistant Commercial Secretary, Washington.

IN their widening search for food fish, vessels of the United States commercial fishing fleet today are dispatched to waters thousands of miles apart and increasingly distant from home ports. Seiners of the Northwest comb the North Pacific for salmon, Yankee trawlers drag the Grand Banks of the northwest Atlantic for cod and haddock, and the sleek clippers of the California tuna fleet travel far down the Pacific coast of South America to set their lines for yellowfin.

Despite these ambitious voyages, however, the domestic fishery has in recent years been falling short in its attempts to meet the growing demand for fish brought on by a steady increase in population. Imports of fish for human consumption have been rising and last year reached a new record in value.

Only in that other segment of the fishery given the general name of "industrial" catch, has this country, through increased production, remained more or less self-sufficient.

Food-Fish Landings Decline

A look at the record of the last ten years shows that the U.S. catch of fish for human food has dropped by 500 million pounds, but the catch for industrial use has gone up by 900 million pounds. This means a net gain of 400 million pounds but only a \$43-million increase in the total value of landings because of the greater proportion of "cheap" industrial fish.

Revised figures for the 1957 catch place total landings at 4.75 billion pounds, worth \$351 million at an

average price of 7.39 cents a pound. The catch for human food accounted for 2.52 billion and the catch for industrial products for 2.23 billion pounds of the total.

The 1957 catch, however, slipped by 500 million pounds from the record of 5.25 billion pounds set in 1956, chiefly because of the 500-million-pound decrease in menhaden landings, which reached an unprecedented 2.10 billion pounds the year before.

Because the menhaden, a noted sea-rover, makes up about 80 per cent of the industrial catch and his equally itinerant relatives in the herring family a good deal of the remainder of it, it is not surprising that there are wide fluctuations in this catch from year to year.

Complex Problems Limit Production

The problems facing the domestic fishery, and especially the food fishery, cannot be traced to any one factor as simple and direct as the peregrinations of the herring schools.

A witness before a congressional committee recently provided this list of reasons for the decline in the domestic catch: "changes in water temperature, over-fishing, diminution of food in the sea, changes in currents, pollution, labour problems, weather, mysterious disappearance, and the many vagaries of nature". Doubtless this list is not complete—nor was it probably intended to be. Nevertheless, it points up the Herculean task of those dedicated to boosting production through any but the most uneconomic measures.

The exporting countries that look to the United States as a place to sell many of their food-fish products see in the statistics on the long-run decline in domestic production reason to expect that this under-supply will continue. As the following table shows, recent landings of important species have fallen far below record. Furthermore, the considerable time that has passed since many of these records were set and the fairly steady downgrade of these species ever since

(in spite of the fairly large sums of money which have been spent looking for solutions to their problems) strongly suggest chronic ailments not likely to be cured quickly.

U.S. AND ALASKA LANDINGS AND COMPARISONS

1956-1957

Species	Landings (million pounds)		% Change from 1956	Change from record year
	1957	1956		
Menhaden	1,700	2,100	-20	-20 (1956)
Tuna	296	329	-10	-24 (1950)
Salmon	257	324	-21	-67 (1936)
Sea Herring				
Maine	154	140	9	-17 (1950)
Alaska	118	107	10	-55 (1937)
Shrimp	204	224	-9	-24 (1954)
Groundfish	338	368	-8	
Cod	33	35	-5	-90 (1880)
Haddock	133	152	-12	-55 (1927)
Hake	6	6	-12	-85 (1929)
Ocean Perch	133	151	-12	-49 (1951)
Pollock	32	23	39	-22 (1938)

Expressed in absolute terms, the haddock catch in 1957 was 135 million pounds less than the record landings of 1927. Similarly, the cod catch last year was down 275 million pounds from record, salmon down 500 million, ocean perch 125 million, lake whitefish 100 million, and lake trout 13 million. On the Pacific coast the sardine catch, that in the halcyon days went as high as one billion pounds, last year totalled only 40 million.

U.S. Leading Fish Importer

In the face of the shortfall of production at home, the U.S. in 1957 was again the world's leading importer of fisheries products and these imports reached a new record of \$297 million (at the foreign port of shipment). This represents an increase of 4 per cent above 1956 and 50 per cent above 1950.

About 59 per cent of the groundfish used in the United States last year, 36 per cent of the tuna used in canning, 16 per cent of the canned tuna, 42 per cent of the lobster, 35 per cent of the shrimp, 14 per cent of the canned salmon and 24 per cent of the fishmeal were imported. Canada, the best customer for United States fisheries products, was the principal supplier in 1957.

Although the value of imports was higher than ever in 1957, the volume, at 1.10 billion pounds, was only the second highest on record, next to 1952. The greater value is explained, however, by the fact that last year products imported for food purposes predominated, reaching 884 million pounds and representing an increase of 100 million pounds over 1956. They were worth \$251 million, some 84 per cent of the total value of fish-products imports. The volume

of non-food products fell to 46.5 million pounds, the lowest since 1950, and they were valued at only \$46.5 million.

As the primary source, Canada supplied fisheries products valued at \$97.4 million (at port of shipment) an increase of about \$2 million from 1956. Frozen fillets, frozen and canned salmon, lobsters, fresh-water fish and fishmeal were some of the important items shipped to the U.S.

Of total imports of fresh and frozen groundfish fillets and blocks—the third most important commodity group, following lobsters and shrimp in value—Canada provided some 108 million pounds, or 76 per cent.

The second largest supplying country, Japan, increased the value of sales to the U.S. by \$6.5 million last year. Shipments from Mexico and Norway were each down in value by \$2.5 million.

Fish Exports Fall

The increase in value of fishery imports into the U.S. in 1957 was paralleled by a decrease in value of exports to \$36 million, down \$4 million from 1956.

Canada became the best customer for United States fisheries products and increased her purchases to more than \$8 million—some 22 per cent of total U.S. fisheries export sales. Frozen and canned shrimp, valued at nearly \$3 million, were the principal items in this trade.

Shipments to the Philippines, leading buyer in 1956, were down by \$2 million to \$6 million, chiefly because of smaller sales of canned sardines.

West Germany, the principal market for U.S. fish oils, bought \$5.1 million worth of fisheries products, about \$1 million less than the year before.

Production Steady, Demand Up

With the early part of the winter season still to go, the Bureau of Commercial Fisheries estimated that total landings for 1958 would be almost identical with the 4.75 billion pounds of 1957. The only significant changes forecast were possible decreases of some 60 million pounds in the menhaden catch and 35 million in sea herring. Both of these declines would be more than offset by an expected increase of 120 million pounds at least in the Pacific sardine harvest. Among some of the minor species, jack mackerel for example, landings to date indicate varying decreases. Except for a sizable increase over 1957 in the canned salmon pack, output of the other important species should not differ greatly.

Holdings of food fish, sea fish in particular, were running about parallel with 1957, although the frozen portion was slightly higher and the fresh slightly lower.

Prices are good. In September the wholesale price index of fresh, frozen and canned fish and shellfish stood at 130.1 per cent of the 1947-49 level, or 8.4 per cent higher than a year ago. The increase was particularly large in prices of fresh and frozen fillets. The fresh haddock fillet price, for example, was up 36.7 per cent.

The population of the United States is increasing at the rate of about 225 thousand a month and during October passed the 175 million mark. Per capita consumption of fish in the U.S. has remained steady

during the last two years at 10.2 pounds. The consumption of fresh and frozen fish and shellfish rose one-tenth of a pound a person at the expense of canned products, which declined the same amount.

In view of these facts, the demand for fisheries products, fresh and frozen ones in particular, may be expected to rise in proportion to the population increase. And, because domestic production is likely to merely hold its own, in the short run at least, the need for imports should continue to grow.

The French Market for Iron Ore

French steelmakers need the high-quality iron ores Canada can supply; this need is increasing as capacity grows and techniques change. Short-term difficulties may impede sales for moment but long-term prospects seem to be good.

J. H. BAILEY, *Commercial Secretary, Paris.*

FRANCE ranks as the Western World's second largest producer of iron ore, well behind the United States but well ahead of Canada. In 1957, French output totalled over 57 million tons*—or approximately 20 per cent of the estimated world production of some 300 million tons. In the same year, the United States produced 106 million tons and Canada 24 million.

High-Quality Ores Imported

Most of the French ore, which has a relatively low iron content of 35 per cent, is found in Lorraine; there are some smaller deposits in Normandy and Brittany. Approximately 60 per cent is consumed by the French steel industry and the remainder is exported to neighbouring steel-producing countries. Considerable quantities of high-quality ores for blending, not available in France, have to be imported and imports of these

from the French overseas territories and from other countries have grown as French steel production has risen. French purchases of this type of ore during the last four years are shown in the accompanying table.

Production from mines in North Africa has been increasing steadily with the exception of 1957, when local difficulties affected shipments from Algeria. (The latter normally accounts for 60 to 75 per cent of the North African shipments to Metropolitan France.) Shipments from French West Africa will probably begin in 1960-61 when the large deposits of high-quality ores in the Fort Gouraud area of Mauretania are brought into production.

Imports from Canada Halted

The largest exporter of iron ore to France outside the franc zone is Spain, which shipped about 269 thousand tons in 1957. About 150 thousand tons came from the Iberian peninsula and 119 thousand from Spanish territories in Africa. The second largest source outside the franc zone is Sweden. Imports into France from Sweden have increased since the war and particularly during the last few years—for example, from 99,000 tons in 1956 to 224 thousand tons in 1957. The third largest supplier in 1957 was a relative newcomer, Canada, with 132 thousand tons. Following the French exchange crisis in France towards the end

IMPORTS OF IRON ORE INTO FRANCE

Year	Total	North Africa (thousands of tons)	Others
1954	309	69	240
1955	342	103	237
1956	647	354	293
1957	1,055	232	823

*Production and other figures shown in metric tons of 2204.6 lb.

of that year, Canadian companies did not receive any contracts during 1958.

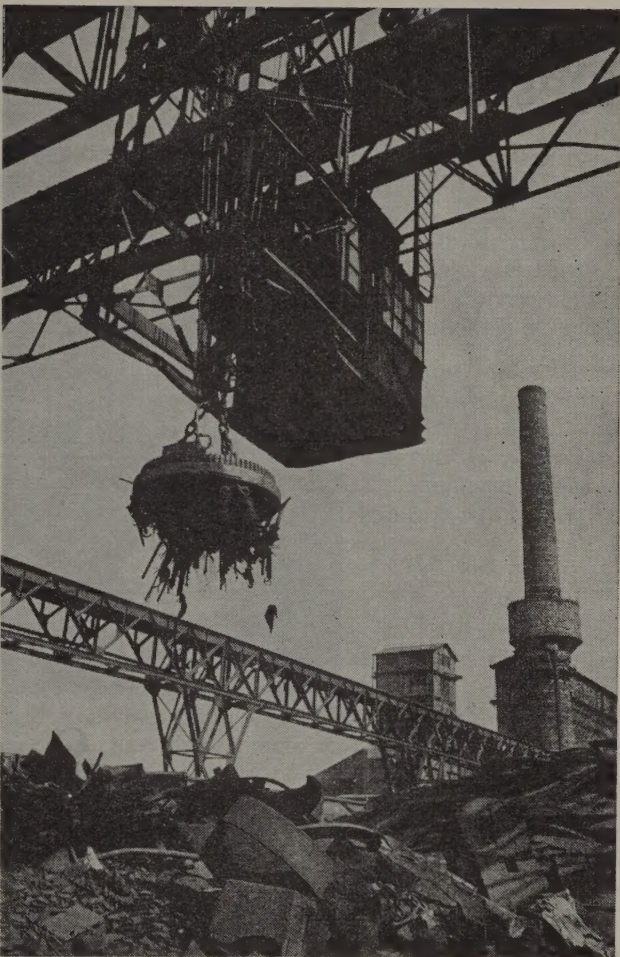
The year 1959 does not look too promising for Canadian iron-ore shipments to France. In addition to the exchange problem, another temporary difficulty will probably hinder these exports. The business recession in Canada and the United States during the last 18 months has now reached France. Although the steel industry boosted its production during the first part of 1958, a slow-down is predicted for the first six months of 1959. Even though stocks of iron ore in France are not as high as in some other European countries, French mills are liquidating some of these and may live on a hand-to-mouth basis until the trend of the 1959 steel market is known.

Long-Term Outlook

From the long-term point of view, however, the French steel industry is expected to increase its capacity steadily and hence its demand for iron ore. This trend, if it coincides with an improvement in the foreign exchange position over the next few years, could make France an excellent potential market for Canadian iron-ore producers. It is suggested that Canadian exporters establish contacts now with French importers so that they will be in a position to negotiate contracts once the exchange problems have been resolved. Although there are a few independent agents in France representing foreign mines, the largest share of the business is handled on contract between the foreign exporter and the French consumer. Fourteen of the largest steel producers in the country have associated themselves in a company that specializes in the import of their iron-ore requirements. Any Canadian firm that wishes to consider the French market can be put in touch with this and other organizations through the office of the Commercial Counsellor, Canadian Embassy, Paris.

Concentrate on High-Grade Types

It has been suggested that the best possibilities for Canadian exporters lie in special and high-quality ores. During discussions with French steel producers, I found that they are receptive to the idea that Canadian suppliers do not wish to replace French sources but simply to assist in improving the average output of French mills by adding high-grade Canadian ores. For example, French companies have shown considerable interest in the possibility of buying agglomerates from Canada. In addition, there are a number of mills in France that could use ore containing titanium, or pyrites (FAS₂), to replace coke fines in the sintering process. At present there is a serious shortage of coke fines in France because of the large number of sintering plants being built and there may be possibilities in this field. In addition, steel made from the Lorraine type of iron ores contains considerable arsenic and this has made



Scrap iron, picked up by an electromagnet, is conveyed to the open-hearth furnaces in a Lorraine steel plant. Much of the scrap used by the French steel industry comes from the U.S.

for difficulty in some deep-drawing applications. Some technicians feel that this arsenic content could be diluted by adding a high-grade iron ore to the blast furnace charge. With the growth in France of the new oxygen converter processes for making high-grade steel, based on pig iron, in place of the open-hearth processes based on scrap, this factor could become important. It is also worth note that the scrap used in the open-hearth furnaces, often from the U.S., usually has a high copper content. This is giving added impetus to the change from the open-hearth to the oxygen steelmaking processes.

The French industry is realizing more and more that steps must be taken to reduce the cost of pig iron if it is to take full advantage of the oxygen steelmaking process. Therefore, from the long-term point of view, the high-quality Canadian iron ores could eventually play an important rôle in France, a major European steelmaker. ●

Design: Canadian



Setting: Hong Kong

A firm of Toronto architects is getting its first experience with Asian clients and winning prestige for Canada as the Victoria Park hotel goes up on the shores of Victoria Harbour.

BY JOHN C. PARKIN, *John B. Parkin Associates, as told to O. Mary Hill.*

THE Canadian businessman who visits Hong Kong next year may find himself registering at the new *Victoria Park* hotel. He should feel peculiarly at home there, because the hotel was designed by John B. Parkin Associates, Toronto architects. The *Victoria Park* is, in fact, an important first—the first Canadian-designed building in Asia, except for those housing Canadian Missions abroad. Tenders for its construction are to be awarded this month and within a year, the hotel will be ready to receive guests.

Personal Contact Came First

The story of how the Parkin firm obtained this commission proves that the man on the spot has the best chance of getting the business. In the fall of 1956, John C. Parkin, at that time President of the Canadian Arts Council, was named a member of the Canadian delegation to the UNESCO Conference in New Delhi. On his way to India he stopped at Hong Kong, as

thousands of travellers to the Far East do. There he met a number of Hong Kong businessmen socially, some of whom were European. One of them remembered the young Canadian architect when, months later, he and two of his business associates decided to finance a new hotel in the Colony. Off went a letter to Mr. Parkin: would his firm consider designing a hotel facing a handsome park on land reclaimed from the sea?

Initial agreement was reached by mail and some preliminary design information obtained. Then, in December 1957, John Parkin flew out to Hong Kong to spend three weeks there. He talked the project over with the three Chinese sponsors, studied the site, acquainted himself with local building practices and problems, made some preliminary design studies, and investigated the standing of Hong Kong contractors. He then returned to Toronto and prepared and submitted the final design.

The award of the commission wasn't a cut-and-dried affair, however; a number of British and United States architects were also consulted. The Hong Kong sponsors, pleased with preliminary reports on the Parkin firm and its experience on a wide variety of projects, investigated the firm itself, and particularly its financial

Photograph used by courtesy of Wong and Ng Associates, John B. Parkin Associates, Professor R. Gordon Brown, and the Associated Architects and Engineers.

resources and record of performance. The Parkin firm, they discovered, was one of the largest architectural-engineering firms in the Commonwealth, with a staff of 125 architects, engineers, and other technical personnel. They also checked with some of its Canadian clients. Then, satisfied, they awarded Parkin the commission.

East and West Blended

When it opens its doors in 1960, the *Victoria Park* shouldn't lack guests. Hong Kong lies on the main air route between Tokyo and Bangkok and most of the large international air carriers use its airport. They provide a constant flow of travellers looking for a good hotel—and Hong Kong hasn't nearly enough of them. The majority of these visitors are westerners and expect western-style comfort; this fact led the sponsors to favour either a British or a North American architect. It also influenced the technical aspects of the design itself. In fact, says Mr. Parkin, it took him some time to convince the three Chinese that people coming to Hong Kong, with its distinctive Oriental atmosphere, don't want to find a hotel that's a replica of one in Minneapolis or Birmingham. He won his point: the *Victoria Park* subtly blends eastern and western influences.

Using the Site

Putting up a building in Hong Kong presents problems rather different from those an architect meets in Canada, as Mr. Parkin's preliminary studies revealed. The first one is all too familiar in the Colony—how to make the best use of the site and produce the maximum revenue per square foot. Land on the crowded island of Hong Kong has become scarce and forbiddingly expensive; it costs as much as it does on University Avenue in Toronto, the most valuable real estate in Canada. This compelled the architect to design a vertical structure, but the building code covering that area limited it to 15 stories. The hotel will be going up on one of the few level sites left on the island and the land adjoining it is being developed as a park, complete with a swimming pool and a stadium.

Wind and Weather

Canadians who have lived in Hong Kong speak about the typhoon gales and the driving rains during the summer. Fortunately, the area does not have earthquakes, but an architect must provide against wind stresses up to 140 miles an hour and make sure that the structure is watertight. In an air-conditioned, sealed building with large expanses of glass, this calls for expert designing. The "hurricane loadings" mean that supporting columns must be twice as large as in Canadian practice.

From the climate stems a third problem—the intense solar heat. From April through September the tem-

perature reaches about 80 degrees by nine or ten o'clock in the morning and the humidity exceeds 80 per cent. In a building made mainly of glass, keeping cool becomes a problem. The Parkin firm has worked out an interesting solution. Each room will have glass down to the floor and outside, a balcony railed in teak. From the ceiling of each balcony will hang a "solar interceptor" of hammered white glass set in a bronze frame; this will intercept and diffuse the heat. (The guests won't be able to go out on the balconies because the windows onto them will not open—a precaution to assure proper working of the air-conditioning system.)

An air-conditioning system uses large amounts of water and water supply too had to be calculated carefully. Hong Kong has none too much, as those who remember the siege during World War II will recall. About the only advantage that the climate offers is that the heating system can be simple. It will be needed primarily for cooking and hot water.

The Chinese Touch

Before he worked out the plans in detail and particularly the decorative touches, Mr. Parkin spent much of the summer of 1958 delving into Chinese history and studying Chinese architecture. The latter, he decided, has many points in common with the contemporary architecture of the West, with its emphasis on the simple, refined and elegant. He introduced into his design many Chinese elements. The hotel will be placed on a platform, as Chinese temples are. The overhang will be roofed with gold tile and at each end will hang lights copied from those used in temples. Windswept dwarf pine trees will decorate the platform. Both inside and outside, native woods like teak, ebony and sandalwood will be widely used; so will tile and natural concrete. The colour scheme chosen for the interior is grey and white, with accents of Chinese red, such as the paint on the elevator doors.

In addition to designing the hotel and overseeing the building of it, the Parkin firm is looking after the decoration and furnishing. Much of the furniture will be built in, but the remainder and the draperies, upholstery, etc., will be selected in Canada. Some of it may be made in Hong Kong, from Canadian designs, through a franchise arrangement or a licensing agreement. (The architects will police any such arrangements.) The benefits of winning a contract abroad will thus extend beyond the firm itself.

Special Arrangements Needed

Undertaking an assignment of this type far away from home base and in such a different setting has both compensations and drawbacks, Mr. Parkin has discovered. Labour problems do not loom large: Hong Kong, with its steady influx of refugees, has a never-failing supply of both skilled and unskilled workers. They work long hours and seven days a week—the

main reason why the hotel will be finished within a year. Productivity is high. The colony can also provide construction machinery and equipment and many of the building materials can be obtained close at hand.

Supervising the construction and making sure the plans and specifications are adhered to calls for special arrangements. For this phase of their commission Parkin has formed an association with a Hong Kong architectural firm, Wong and Ng Associates, to take on the job, with occasional visits from Mr. Parkin himself or other members of the firm. One of Wong & Ng's principals came to Toronto last March to help draw up the detailed designs and blueprints. This form of collaboration, Mr. Parkin believes, is essential for a Canadian firm operating at great distance from a construction site.

The local associated architect or engineer is able to provide valuable information concerning local building practices, and immediate information concerning the building code (it is twice as conservative in Hong Kong as it is in Toronto). Many local components will be supplied, such as metal windows, but the specifications generally, particularly in more complicated equipment such as elevators, air conditioning, etc., will be broad enough to encourage competition from the world market. Here again, Canada will certainly have its opportunity.

Winning Prestige

To John B. Parkin Associates, the contract to design the *Victoria Park* hotel has an importance beyond the professional fees a large construction project brings in. It means prestige, both for the firm itself and for Canada. It will be, Mr. Parkin hopes, the first of a number of overseas contracts. Encouraged by his Hong Kong experience, he would like to see his firm enter into arrangements with other foreign and Canadian companies to carry out joint ventures in foreign countries. As a start, two Canadian contractors intend to send in tenders for the construction of the hotel.

If You Want Foreign Contracts

For other engineering and architectural firms interested in undertaking foreign work he has some advice to offer, based on his experience in the past year.

1. If you want to try for contracts abroad, make sure that your firm is large enough and well enough equipped so that neither your Canadian nor your overseas clients will suffer.

2. Have enough principals working with you so that you can send some of them out on foreign assignments without neglecting commitments at home.

3. Don't be cavalier about the estimates that you submit; consider them carefully before submitting them, then make every effort to stay within them.

4. Be flexible in your point of view and stress versatility; take foreign tastes and attitudes into account.

5. Be willing to give foreign business special attention and see that the necessary documents and drawings are executed as speedily as possible.

When the *Victoria Park* hotel is completed and open to receive guests, John Parkin hopes that his contacts with the Far East will be merely beginning, not ending. Canadians, he believes, have technical know-how to put to use in many of these countries. The opportunities are there and the rewards are there too—for the enterprising.

Tours of Territory

D. S. ARMSTRONG, Commercial Secretary in Cairo, Egypt, will visit Cyprus during the second week of February.

R. M. DAWSON, Assistant Trade Commissioner in Guatemala City, Guatemala, will visit Costa Rica and Panama from February 16-28.

R. H. GAYNER, Vice Consul and Assistant Trade Commissioner in Manila, the Philippines, will visit the main distributing centres of the southern islands of Cebu, Iloilo and Mindanao from February 23-March 4.

P. V. McLANE, Commercial Counsellor in Athens, Greece, will visit Ankara and Istanbul in Turkey, January 23-February 5, and Israel from March 14-27.

H. W. RICHARDSON, Trade Commissioner in Guatemala City, Guatemala, will visit Honduras, Nicaragua and El Salvador from March 9-21.

C. O. R. ROUSSEAU, Commercial Secretary in Beirut, Lebanon, will visit Bahrain, Kuwait and Iraq towards the end of February or early in March.

B. C. STEERS, Assistant Trade Commissioner in Singapore, will visit Bangkok, Thailand, from February 1-13.

J. H. STONE, Commercial Secretary in Wellington, New Zealand, will visit Suva, Fiji, late in February.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Write to Mr. Armstrong at Cairo, Mr. Dawson and Mr. Richardson at Guatemala City, Mr. Gayner at Manila, Mr. McLane at Athens, Mr. Rousseau at Beirut, Mr. Steers at Singapore and Mr. Stone at Wellington.

Mexico Looks

South *for new customers for her expanding manufacturing industry. What does she sell to these countries? Is this business likely to increase?*

A. A. LOMAS, *Assistant Commercial Secretary, Mexico, D.F.*

MEXICO is making major efforts to overcome its dependence on the export of raw materials and is looking to its Latin American neighbours to absorb an ever-increasing share of finished products from its mills and factories. The country has always depended on the export of a limited number of basic commodities and as demand for these fluctuated in world markets, Mexican exports rose and fell. During the last 70 years there have been a number of such movements. Fortunately, as markets for one commodity fell off, demand for another product or group of products generally increased.

From Silver to Cotton

From 1890 to about 1910, silver dominated the economic scene. The revolution disrupted mining activity and impeded trade, however, and by 1916 exports had dropped to about US\$20 million—less than 15 per cent of the 1910 total. Meanwhile, interest in petroleum was growing and by the end of World War I oil exports were setting the pattern of foreign trade. In 1925 oil shipments pushed the value of total exports up to US\$337 million but even then, oil company interest was shifting to Venezuela; output dropped and with the depression, exports fell to US\$96 million in 1932. At this point the industrial metals—lead, zinc and copper—took the lead, holding it until about 1946 when exports totalled US\$318 million.

A phenomenal increase in cotton growing sparked the next phase. Within a few years cotton production climbed from 400 thousand to two million bales and exports in 1956 reached US\$847 million. At present, cotton is still the principal export, followed closely by coffee and industrial metals.

Books Are Big Export

Despite the continued predominance of basic commodities, new and growing industries are helping to develop a more stable economy less vulnerable to world market changes. Some Mexican manufacturers are beginning

to look abroad for new outlets for their goods and are finding them in Latin America.

Although cotton, coffee and metals are generally sold to such industrialized countries as the United States, Germany, Japan, Britain and Canada, sales abroad of manufactured goods show a very different pattern. In 1956 the largest single export among manufactured products was books, with a total value of US\$3.5 million; some US\$2.8 million represented shipments to Latin America.

MEXICAN EXPORTS OF BOOKS TO LATIN AMERICA

	(U.S. dollars)
Colombia	\$ 632,900
Argentina	381,500
Cuba	321,800
Venezuela	312,500
Peru	264,700
Brazil	163,900
Chile	160,500
Puerto Rico	129,800
Costa Rica	125,200
Guatemala	116,500
El Salvador	109,700
Honduras	32,200
Nicaragua	20,700
Panama	12,100
Dominican Republic	5,300
TOTAL	\$2,789,300

Among other exports of manufactured goods to Latin America in 1956, the principal ones (apart from books) included cotton cloth and manufactures valued at about US\$2.4 million, medicines \$1.6 million, glass and crystal \$723 thousand, phonograph records \$706 thousand, sanitary fixtures \$666 thousand, almanacs and chromos \$567 thousand, and collapsible tubes \$258 thousand.

If the 1956 figures are grouped by country of destination it becomes apparent that important markets for

Mexican manufactured goods are developing in and around the Caribbean and the northern part of the Pacific coast of South America:

**MEXICAN EXPORTS OF PRINCIPAL MANUFACTURES
TO LATIN AMERICA, 1956**

	(U.S. dollars)
Guatemala	\$2,590,400
Venezuela	1,402,300
Colombia	1,009,400
Cuba	968,300
El Salvador	665,600
Peru	452,600
Panama	402,600
Costa Rica	394,500
Argentina	381,500
Nicaragua	332,400
Honduras	311,900
Dominican Republic	258,200
Chile	186,100
Puerto Rico	183,100
Brazil	165,800
British Honduras	12,500
TOTAL	\$9,717,200

There is a good reason for this pattern. Merchandise can be readily shipped from Mexican Gulf ports such as Tampico and Veracruz to New Orleans; there they are transferred to fruit boats that provide regular service to Central American ports. On the Pacific coast, Mexican goods can be shipped from Manzanillo and Acapulco as far south as Chile, with a shorter ocean haul than products from the United States or even those from Brazil and Argentina.

Common Market Planned

This situation has created interest in Mexico in the projected Latin American Common Market and to demonstrate this interest, two Mexican banks last year invited 21 representative Central American businessmen to a conference in Mexico City on the theme "The Encouragement of Central American Industry". The visitors outlined their most urgent industrial needs; these included plants for making fertilizers, glass, insecticides and paints and for canning fruits and vegetables. The Mexican banks offered both technical assistance and financial aid.

The conference was hailed as "the first step toward greater understanding and co-operation among a group of nations in the process of parallel development". It seems likely that Mexico will use the projected Latin American Common Market as a means of attracting new foreign capital and industry to serve not only the growing Mexican economy but also the less-developed countries to the south. And as Mexico's capital and industrial resources increase, it will undoubtedly try to expand its share of the Latin American market for manufactured goods. ●

The Rebuilding of Rotterdam

IN the past twelve years Rotterdam, the largest port in Europe, has been rebuilt to a remarkable degree. During the Second World War some 28,000 dwellings and over 6,000 business premises were destroyed by heavy bombing and fires. Approximately $4\frac{1}{2}$ miles of quays for sea going vessels were blown up and about 40 per cent of the equipment was rendered useless.

Shipping provides Rotterdam with its chief means of livelihood and for this reason the reconstruction of the port and the harbour installations had priority over the rebuilding of the centre of the city. All harbours were cleared of wreckage and dredged. Miles of quays were built, better and more modern than they were before. The establishments in the port and on the river which had been destroyed were also quickly rebuilt. In one of the largest shipyards, all the floating cranes were sunk, the floating docks lay on the bottom of the river, and the buildings and offices were seriously damaged. One year after the war ended, the whole shipyard was in operation again. Port traffic showed a steady development. More than 22,000 seagoing vessels, totalling about 45 million gross registered tons, entered the port in 1957 and over 74 million tons of incoming and outgoing goods were handled.

The centre of the rebuilt city is characterized by wide streets and the stately arrangement of the buildings. Provision was made for grouping buildings with similar functions as much as possible. The most important banks are all in the neighbourhood of the Exchange. Department stores and large fashion houses are concentrated in a relatively small central area. In many cases firms engaged in the same field of business are established in one large building. Of these, the Wholesale Trade Building is by far the largest. It contains offices, stores and showrooms of more than 200 importers/wholesalers, several of whom are active agents for Canadian companies.

The new heart of Rotterdam has become an administrative, commercial and cultural centre, with only a limited number of private dwellings. Before the bombings there were about 25,000 dwellings in the centre of the town. The reconstruction plan provided for only 10,000 and so extensive areas on the outskirts of the city were expropriated to provide for this housing shortage. By the end of 1957 more than 40,000 units had been completed and an annual production of 6,000 dwellings is now planned.

—N. RIEMEIJER,
Office of the Commercial Counsellor, The Hague.



This large rig is pumping crude oil from a Netherlands well.

Holland's Oil Industry

A relatively new industry is changing the traditional picture of the Dutch countryside and also altering its pattern of trade.

B. C. BUTLER, *Commercial Counsellor, The Hague.*

THE standard mental image of Holland gives prominent place to flowers and bulbs, black and white cattle, and windmills. Few are aware that the oil derrick is now a common sight in the Province of Drenthe, in the eastern part of the country, as well as in the western part in a strip between The Hague and Rotterdam. About one-third of the country's requirements is now being pumped from domestic wells and this proportion may be increased with further and deeper drilling.

Oil was found in the 1920's in German areas bordering the eastern provinces of the Netherlands, but it was not until 1933 that small quantities were discovered by test drillings in Netherlands territory. Royal Dutch Shell began serious explorations in 1937 and struck worthwhile quantities in 1944. However, because the country was under enemy occupation, the work was

sabotaged and production kept down to about three tons a day. By 1949 this had reached 620 tons and today production is well over 1,500 tons a day.

Development of Netherlands oil resources is in the hands of N.V. Nederlandse Aardolie Maatschappij (N.A.M.) in which the Shell group and Standard of New Jersey share equally. N.A.M. has concessions in the Netherlands totalling over 780 thousand acres; this includes the original Schoonebeek oilfield in the eastern part of the country and the newer area in the western part. Substantial natural gas discoveries are also being actively exploited. Most of the oil and gas wells have come in at 2,000-3,000 feet and a well can be drilled in a maximum of nine days. More than 300 wells have already been sunk in the Schoonebeek field, now the largest single producing area in Western Europe, with an output of some 1.2 million tons a year. The new discoveries in western Holland have come in at about 5,000 feet and 12 small fields have been producing since 1953. The present rate of production reaches about 300 thousand tons a year. Total Netherlands oil production has risen from six tons in 1945 to one million tons in 1955 and 1.5 million in 1957.

Two Refineries Operated

Two refineries, one operated by Shell (capacity 15 million tons a year) and the other by Caltex (2.5 million tons), are located at Pernis on the island of IJsselmonde near Rotterdam. Some 90 per cent of the crude delivered to these refineries comes from the Middle East, Venezuela and Colombia. Domestic crude therefore plays a relatively small part in their operations which are designed to supply export markets, mainly in Western Europe. Pernis provides excellent facilities for berthing the largest tankers and is also conveniently located for the important Rhine and canal barge traffic. The Netherlands is now second only to the United Kingdom among European exporters of refinery products. Contracts were placed early in July for the start of a pipeline from Rotterdam to supply the industrial area of the Ruhr in West Germany. This is regarded as only the beginning of such pipeline connections from the Dutch refineries.

Domestic consumption of refinery products has risen from 2.7 million tons in 1953 to almost 5 million tons in 1957. Total exports of refinery products in 1957 reached 9.8 million tons valued at fl.1,388 million (\$347 million).

Petrochemicals Being Made

Important petrochemical industries are developing near the large refineries at Pernis. Production now includes detergents, polyvinyl chloride, resins, sulphur, acetone and other solvents, insecticides and glycerine. A synthetic rubber plant is also under construction. The discovery and use of oil and the growth of auxiliary industries have changed the economy of Holland. ●



Businessman's Bookshelf

Dynamic Decade

By Eric J. Hanson. 314 pages. \$5.00.

THE development of the petroleum potential in Alberta between 1946 and 1956 provided the province with a second major export industry, added to its population, and increased the stability of its economy. In this book Eric J. Hanson, Associate Professor of Economics at the University of Alberta, clearly describes the background, analyzes the *Dynamic Decade*, and looks at the future of the petroleum industry in Canada.

Professor Hanson recounts the progress of earlier exploration for oil in Alberta—in the tar sands of the Athabaska, in the Turner Valley, and in the Alderson gas field near Medicine Hat. He relates the geological and geophysical background of the petroleum industry and gives the history of the oil companies who have contributed to its development. Here is the story of the discoveries at Leduc, Redwater and Pembina, including the financing, surveying, drilling and marketing involved in these ventures.

Dynamic Decade is invaluable as a history and reference work for all those connected with the oil industry, or indeed with finance, government, economics and sociology.

Published by: McClelland and Stewart Limited, 25 Hollinger Road, Toronto 16, Ontario.

The Canadian Markets

By the J. Walter Thompson Company. 178 pages. \$18.00.

THE Canadian businessman may find that he is familiar with a good deal of the material in this thorough analysis of the Canadian market. Nevertheless, he will undoubtedly find it an easy-to-use guide when he is planning to establish an industry, or sell a product or service, in new market areas in this country. It will also help him to assess the future of the region in which he is already doing business.

Statistics tell the story here, but that should not frighten off the reader. They are used skilfully to give a clear picture of the population, income,

spending, natural resources, primary industries, manufacturing, hydro power, transportation and communications, etc., both in the whole of Canada and in the individual provinces and territories. Population figures are broken down to reveal age groups, births and deaths, immigration and migration. Cities and towns are listed under four market categories, according to number of residents. There are excellent maps of each province.

Part III provides comparative tables, by provinces, of most aspects of the Canadian economy, including gasoline consumption and retailers, vehicle registration, life insurance in force, etc. There are also forecasts of future growth, and a bibliography of complementary books and pamphlets.

Published by: McGraw-Hill Company of Canada, Limited, 253 Spadina Road, Toronto 4, Ontario.

The European Common Market—New Frontier for American Business

American Management Association. 220 pages. \$6.00. AMA members \$4.00.

PROMPTED by a widespread concern about the impact of the European Common Market on American business, the A.M.A. invited several distinguished European and American authorities to present their views on this matter at a conference held in February 1958. As a result of these meetings and the growing interest in E.C.M., these papers have been edited and published in this volume.

This book examines the basic implications of the Common Market, with particular emphasis on those problems that will face American business and industry. The opening chapter dealing with the history and framework of the European Economic Community serves as background material for the more detailed discussions that follow. These cover such topics as the techniques of marketing and the tools of communication in Europe, the impact of changing tariffs on U.S. exports, and the trends and attitudes which may influence the U.S. manufacturer, his business and marketing problems.

Many U.S. companies recognize that the Common Market is here to stay and without losing time they

are making plans to adjust to the new reality. Some individual plans are discussed quite frankly. What will be the European attitude toward foreign private investments and especially toward American investment in Europe? Will the Common Market countries seek to attract foreign capital? Or will they follow restrictive policies? These and many other questions pertinent to American management are also given attention. A supplement summarizes the provisions of the treaty establishing the European Economic Community. Significant is the fact that this is the first book to analyze the European Common Market from the viewpoint of American management. It is a timely and authoritative introduction to a challenging new industrial frontier.

Order from: American Management Association, Inc., 1515 Broadway, New York 36, N.Y.

Establishment of Industry in Australia

Australia and New Zealand Bank Limited. 67 pages. Free.

POSTWAR Australia, like Canada, has attracted sizable amounts of foreign capital from both the sterling and the dollar area. A large part of this goes into industry, showing the widespread interest in establishing plants "down under".

This interest is also reflected in the number of inquiries that the Australia and New Zealand Bank receives each year. This booklet, in fact, grew out of these inquiries. The six chapters answer fundamental questions in six fields—market potential in Australia, forms of business organization, basic services, the labour supply, taxation, and business regulations. The style is clear and the charts and map useful.

There is no attempt to treat any of these subjects exhaustively or to go into the intricacies of company law or taxation. The Bank calls it a "preliminary reconnaissance" and as such it serves a useful purpose.

Order from: Economics Department, Australia and New Zealand Bank Limited, 71 Cornhill, London, E.C. 3, England.

The Middle East 1958

Europa Publications Limited. 477 pages. \$13.50.

THE easing of tension in the Middle East has sparked renewed interest among western nations in continuing and expanding their trade with these countries. The new trade office that the Canadian Government opened in Tehran recently indicates Canada's determination to increase her share of these expanding markets.

Businessmen interested in the area will find in *Europa's* handsomely bound survey and directory up-to-date and detailed reference material that will help them in making market surveys and in doing business in these colourful and sometimes baffling countries. This sixth edition contains the same basic text and tables as earlier ones. Countries appear alphabetically and each is dealt with under such headings as physical and social geography, religion, history, economic conditions, trade, industry, and finance. The book also contains a reading list for each country and an excellent full-page outline map. Additions to the 1958 edition include a few pages about the formation of the United Arab Republic and the Arab Federation and an enlargement of the section in the first chapter on the economic and political importance of the Middle East. It concludes with an interesting 67-page "Who's Who in the Middle East".

Order from: Europa Publications Ltd., 56 Bloomsbury Street, London, W.C.1.

Tables of Practical Equivalents Used in Marine Insurance

International Union of Marine Insurance and International Chamber of Commerce. 81 pages. \$1.50.

MARINE insurance is a complex problem in international trade. This brochure, written by an international committee, compares the principal transport insurance terms, clauses and covers in use in thirteen trading nations. It consists of four sections: marine risks; war risks; strike, riot and civil commotion risks, and terms of franchise. Marine risks are analyzed under basic covers, special risks, risks of jettison and washing overboard, "all risks" clauses, and general clauses.

This work will give importers an understanding of the insurance available to their foreign suppliers. Traders will be able to give precise instructions about cover by referring to the term in use abroad whenever they ask their foreign correspondents to contract insurance. When they receive instructions from foreign customers referring to terms in the latter's countries, they will be able to conclude the insurance under the required conditions, but in the terminology of their own country. An accurate glossary for documentary credits will avoid many controversies about insurance between the banker paying the documents and the exporter.

In fact, this publication should assist in resolving differences that arise in carrying out international transactions among traders.

Order from: Canadian Council, International Chamber of Commerce, 1411 Crescent Street, Montreal 11, Quebec.

Chicago's Showcase for Sporting Goods

Largest sporting goods show in the world opens in Chicago on February first. Some 29 Canadian manufacturers will exhibit in a display organized by the Department to help Canadians get larger share of this lucrative nearby market.

R. F. RENWICK,
Consul and Trade Commissioner, Chicago.

THE market in the United States for sporting goods has expanded quickly in the postwar years and this expansion is expected to continue. During the Christmas season, many retailers here featured eye-catching displays of hockey and figure skates, skating outfits, hockey sticks and hockey equipment, toboggans, skis, and clothing for winter sports. These were designed to lure buyers, because the Christmas season accounts for over 18 per cent of annual U.S. sales of recreation and sporting goods.

Market Is Expanding

In this expansion of the sporting goods market, Canadian and other foreign producers have shared. According to the figures in *U.S. Imports of Merchandise for Consumption*, imports of athletic equipment into the United States in 1955 totalled over \$8½ million. This figure rose to \$11.2 million in 1956 and to \$13.8 million in 1957. The term "athletic equipment" covers such things as fishing rods and tackle; balls for games; golf, skating, and badminton equipment, and other recreation and sports goods. If other classifications such as firearms, sporting and hunting knives, outdoor clothing, and camping equipment were added, the figure would be even higher. It is estimated that

fishermen and hunters in the U.S. alone spend about \$600 million on specialized equipment and \$690 million on general equipment each year. The market survey that came up with this figure was made in 1955, and total outlays have since increased substantially.

Canadians Are Benefiting

A large number of Canadian firms that turn out sporting goods are making sales in the Midwest States and they are finding that the United States tariff on sporting goods is not prohibitive. For example, the duty on wooden ice-hockey sticks and toboggans is 10 per cent. Canadian-made lacrosse sticks should sell more cheaply in the U.S. than in Canada, because the duty of 7½ per cent ad valorem is less than the Canadian domestic sales tax of 10 per cent, which does not apply on export shipments. In addition, sports goods moving by rail to the United States do so under a special export freight rate, less than the Canadian domestic rate. How Canadian exporters have taken advantage of these favourable factors is shown in the following table.

VALUE OF MAIN EXPORTS OF CANADIAN SPORTING GOODS TO THE U.S.

	1952	1955	1956	1957	1958 (10 mos.)
	\$	\$	\$	\$	\$
Ice Skates	271,287	451,523	1,276,294	1,363,023	889,795
Fishing Tackle	153,578	314,584	421,579	652,821	621,370
Sporting Goods	118,543	321,034	539,441	579,055	575,946
Totals	543,408	1,087,141	2,237,314	2,594,899	2,087,111

(Source: D.B.S. Trade of Canada—Exports.)

But Competition Is Increasing

Competition in the United States market, however, has proved to be stiff and in many lines Canadian exporters have to meet this competition. Over the years, some countries have maintained their market in the U.S. for certain products—Japan for baseballs, for instance, or Canada for ice-hockey sticks. For other products, new sources of supply have appeared and this has disrupted the established pattern of trade. France, for example, is still by far the most important supplier of fishing tackle to meet the growing American demand. However, in the last three years both Sweden and Italy have increased their sales and have cut into the French share of the market. The table on page 17 gives some idea of the imports and principal suppliers of some types of sporting goods. It may suggest worthwhile opportunities to Canadians in this field.

Assessing This Market

Canadian manufacturers of sporting goods may feel that they cannot enter the United States market on a national scale. This need not deter them; there are

many regional markets close at hand. California ranks as the best outlet for sporting goods, but New York is second and Illinois is third. Eight of the top ten states (together the ten account for nearly 60 per cent of total U.S. sales of sporting goods) are in the north—New York, Illinois, Pennsylvania, Michigan, Ohio, New Jersey, Massachusetts, and Indiana. Some of these states border on Canada and others are nearby. None is far from Quebec, Ontario or Manitoba manufacturers. The climate in all of them means that they are in the market for winter sports goods.

To date, no set pattern of sales distribution has emerged. Some manufacturers sell only to dealers directly; others do business through wholesalers, jobbers, importers or distributors. Because a great number of branded items must be brought to the attention of an equal variety of buyers, there is a place for the manufacturer's representative, whether he is a plant employee or an independent carrying a variety of lines.

One of the continuing problems that Canadian salesmen face is to try to turn U.S. dealers or wholesalers, or

at best distributors of imported merchandise, into direct importers. Experienced importers know well that they can usually clear their shipments through U.S. Customs more cheaply than the foreign manufacturer, who generally employs a customs broker and must pay his fee. Nevertheless, most U.S. buyers do not wish to concern themselves with import duties and clearing charges and insist on duty-paid delivered prices. Canadian exporters have usually accommodated such buyers.

Help for the Newcomer

The Canadian sporting goods manufacturer who wishes to sell his products in the United States will find a number of aids to his hand. The Department of Trade and Commerce in Ottawa and its Trade Commissioners in the United States can furnish him with sales leads and comparative market data. From the U.S. Department of Commerce he can obtain lists of sporting goods distributors. Marketing research organizations, advertising agencies, and trade associations may also prove useful in exploring the sales possibilities. The

U.S. IMPORTS OF CERTAIN SPORTS AND ATHLETIC GOODS 1955-1956-1957

	1955	1956	1957		1955	1956	1957
Badminton Racquet Frames				Field Hockey Sticks, Polo Mallets, Tennis Nets			
Total	39,142	25,884	130,642	Total	99,156	134,894	179,756
Belgium	17,457	3,600		CANADA	13,641	18,945	19,740
Japan	12,744	12,239	116,471	United Kingdom	67,629	81,991	94,513
United Kingdom	4,376	7,797	8,386	Pakistan	10,622	8,963	23,170
Badminton Racquets				Japan	4,392	22,359	32,723
Total	1,010,345	1,391,633	1,978,997	Athletic Goods, Wood			
Belgium	144,675	356,638	112,960	Total	255,517	446,686	422,468
Pakistan	194,495	203,945	198,194	CANADA	24,314	26,971	18,128
Japan	665,720	805,480	1,577,079	Norway	56,122	52,471	40,197
West Germany	687	12,120	85,332	France	48,873	35,141	41,450
Badminton Nets				West Germany	10,532	61,360	58,829
Total	171,548	216,738	328,787	Austria	78,050	174,292	84,641
Japan	161,760	197,458	290,722	Japan	20,441	13,457	33,576
Tennis Racquet Frames				Australia		24,447	
Total	218,624	253,327	242,728	Italy	7,811	28,754	42,030
Belgium	127,657	138,364	142,801	Ice Skates			
United Kingdom	63,283	96,346	76,943	Total	772,743	1,660,582	1,672,646
Australia	13,211	9,711	16,880	CANADA	445,980	1,239,676	1,293,165
Tennis Racquets				Sweden	27,446	38,676	36,619
Total	151,756	237,332	348,651	United Kingdom	290,790	365,224	317,530
Netherlands	10,990	12,785	12,277	Skating Outfits			
Belgium	18,583	16,364	62,124	Total	44,152	84,743	144,643
Pakistan	81,538	121,600	115,809	CANADA	44,152	84,743	142,718
Japan	37,966	82,765	158,437	Fishing Tackle and Parts			
Ice Hockey Sticks				(excl. lines, nets, seines)			
Total	119,354	224,013	204,153	Total	4,312,844	4,901,640	5,787,891
CANADA	117,240	222,867	199,725	France	1,898,767	1,984,041	2,281,482
Toboggans, Wood				Japan	856,878	1,270,019	1,662,228
Total	35,411	73,226	123,217	Sweden	207,012	291,752	346,690
CANADA	35,411	72,031	121,788	West Germany	198,300	262,221	260,754
Lacrosse Sticks				Italy	132,682	198,971	255,754
Total	21,206	39,097	40,866	Norway	698,110	646,488	683,545
CANADA	19,836	34,247	34,904				
United Kingdom	1,370	4,850	5,962				

Source: "United States Imports of Merchandise for Consumption", U.S. Department of Commerce, 1955, 1956, 1957.

best and most practical initial approach, however, is for the firm's domestic salesman who covers the Windsor area to spend a few hours making calls in Detroit also. If sales are possible in the Detroit area, then the Chicago, Boston and New York areas should also receive attention.

Come to the Fair

One excellent way to gather information about the United States market is to attend and perhaps to display goods at the National Sporting Goods Association convention, held each year in Chicago during the first week of February. (This year: February 1 to 5.) This has become the largest sporting goods show in the world and each year over 10,000 buyers for jobbing houses, wholesalers, distributors, agents and dealers attend it.

For the last 25 or 30 years, Canadian buyers have gone to it also and a few Canadian manufacturers have displayed their lines, either directly or through their

U.S. agents. Last year the Department of Trade and Commerce organized a co-operative exhibit in which 30 manufacturers participated, with considerable success, and this year about 29 will show their wares in the same way. Hockey sticks and equipment, hockey and figure skates and outfits, sports clothing, curling and ski boots, water and snow skis were shown and won the approval of buyers, mainly from the northern states bordering Canada or the Great Lakes.

Sales of Canadian ice skates to the U.S. in 1955 totalled only about \$446 thousand; in 1957 they rose to \$1,293,000, an increase of 190 per cent. In the same way, exports of skating outfits, toboggans and hockey sticks, have gone up—ample evidence that some Canadian manufacturers with a good product, competitively priced, have been able to develop sales across the border. Significantly, the successful firms have also taken full advantage of the National Sporting Goods convention and other ready means of widening their distribution.

Greece Buys Electrical Appliances

As more Greek homes are wired for electricity, market for certain low-priced household appliances is growing. But Canadian suppliers will find competition stiff and the import duties high.

A. B. BRODIE, *Commercial Secretary, Athens.*

GREECE has a big electrification program under way—a program that may, over the next six years, increase the present limited sales of household electrical appliances. Canada may be able to get a share of this expanded business, though certain obstacles stand in the way. At the moment, some 65 per cent of the country—population about 8½ million—is being supplied with electricity and nearly 800 thousand houses are already wired.

Imports of domestic electrical appliances totalled \$2.07 million during the first five months of 1958 (total imports during 1957, \$3.97 million) and went almost entirely to the built-up areas—Athens-Piraeus, Salonica, and Patras. High tariffs and special taxes will, however, continue to keep the prices of imported appliances high—in fact, beyond the reach of many Greek housekeepers.

Of the various domestic electrical appliances imported into Greece, washing machines, electric ranges, refrigerators, space and water heaters, desk and ceiling fans are possibly the most important. As the market continues to expand, buyers may show more interest in vacuum cleaners, floor polishers, electric kettles, etc. This article, however, will concentrate on the first group.

Washing Machines

Imports in 1957 reached approximately 5,000 units; Britain, the United States, and West Germany were the leading suppliers. Canada sold Greece 544 machines during this period (534 in 1956). Electrically-operated agitators and wringers are preferred, with little interest expressed (except by commercial laundries) in the fully automatic machines that wash, rinse and dry clothes. Small-sized electric washing machines with hand-operated wringers are dominating the market. No washing machines are yet made locally, although production is planned for the near future. Washing machine imports, however, will be seriously affected by the 20 per cent excise tax recently imposed on all sales. This new levy virtually increases import duties and charges to over 80 per cent. Washing

machines (like all other electrical appliances) are classified under Import Listing F100 which requires a cash deposit of 100 per cent of the C.I.F. value at the time the import licence is issued, as well as a 40 per cent advance payment on the anticipated duties and other taxes assessed when the goods come in.

Electric Ranges

Greece imports almost 14,500 electric ranges a year (7,167 units imported during first half of 1958). These are of varying sizes and West German firms enjoy the bulk of the business. The conventional North American large-type ranges, although they are admired, are considered too elaborate and expensive for the Greek market. With the assistance of high tariff protection, the Greek manufacturers are able to sell about half of the country's requirements. The local units, however, do not match the imported ranges in quality and therefore do not completely satisfy the Greek householder.

Water Heaters

There is a small demand for water heaters, although the locally produced Greek units manage to satisfy at least 85 per cent of it. The better known ones use imported thermostats and, at times, imported heating elements.

Electric Refrigerators

Some 4,500 refrigerators a year are sold in the Greek market and foreign firms capture more than 85 per cent of the business. The better known makes are well represented in Greece. One local manufacturer/assembler of refrigerators and ranges builds two small units using an imported compressor. With high customs and internal taxes prevailing on imported refrigerators the Greek refrigerator IZOLA has little difficulty in competing with the smaller European and North American models. At the moment, the imported refrigerator market is slow and any immediate recovery is unlikely until the very high customs duties are lowered or the standard of living increases sufficiently to attract a new class of buyers.

Electric Fans—Overhead and Desk

In a climate that is hot for almost four months of the year, electric fans play an important role in the home and in the shops; 11,890 units came into Greece during the first six months of 1958 (year 1957, 10,461 units). The types vary from rubber-bladed desk fans to the more elaborate pedestal models. Retail prices also fluctuate. The cheaper makes sell for \$9 to \$10 and the others fetch from \$50 to \$100. The market is shared by the United States, West Germany, Britain, and Holland. Local production is small, meeting less than 10 per cent of Greece's requirements. Ceiling fans seem to be gaining ground and sales are being made, for the most part, to hotels and restaurants.

Electric Current in Greece

City	A.C. or D.C.	Phase	Cycle	Voltage
<i>Alexandroupolis</i> (in Thrace)	d.c.	220
<i>Athens</i>	a.c.	3	50	220
<i>Corinth</i>	a.c.	3	50	220/380
<i>Istiea</i>	d.c.	220
<i>Jannina</i>	a.c.	3	50	127/220
<i>Orestias</i>	d.c.	220
<i>Patras</i>	a.c.	3	50	127/220
<i>Salonika</i> (in Thessaloniki)	a.c.	3	50	220
	d.c.	220
<i>Sparta</i>	a.c.	3	50	220/380
<i>Verria</i>	a.c.	3	50	127/220
<i>Xanthe</i>	a.c.	3	50	127/220
<i>Yanitza</i>	a.c.	3	50	127/220
<i>Zante</i>	a.c.	3	50	127/220

Method of Marketing

In Greece, as in many other markets, domestic electrical appliances are sold through distributors who, in turn, are sole agents. These representatives have retail and showroom outlets of their own and appoint sub-agents and other retailers to handle their products. It is a small and highly specialized field, serving a mere handful of successful outside suppliers. The number of foreign manufacturers of appliances endeavouring to find a place in the Greek market far exceeds the responsible firms well placed to serve them as distributors. Moreover, the prospects for Canadian appliance-makers selling their ranges, washing machines, toasters, irons, etc., in Greece have deteriorated during the past year. Apart from the high customs duties with which they are faced, the Greek Public Power Corporation has put into effect special facilities for instalment buying to encourage the Greek consumer to buy locally made electrical appliances. This method of payment does not apply to imported electrical appliances and outside manufacturers are thus at a disadvantage. However, as the quality of Greek appliances is not satisfactory to all buyers, there is room for imported products of modest design, if prices can be kept within the range of the Greeks, whose average per capita income does not exceed \$250 a year. ●



This is the entrance to the five-storey building in Canton that houses the Chinese Export Commodities Fair. Next fall a new nine-storey building will be opened; will double present space.

Canton Holds an Export Fair

Late in November, the Acting Canadian Trade Commissioner in Hong Kong visited the Canton Fall Fair. His purpose: to study it at first hand and analyze its value to the Canadian businessman. Here is his report.

C. J. SMALL,
Acting Trade Commissioner, Hong Kong.

THE fourth semi-annual Chinese Export Commodities Fair held at Canton, Mainland China, ended on November 30 after six weeks of trading activity that led to tentative orders worth nearly Can.\$180 million. Over 2,000 foreign businessmen visited the Fair; about 80 per cent of them were Overseas Chinese from South East Asia. The remainder came from all continents and included a substantial number from West Germany,

the United Kingdom, France, Switzerland, Austria, the Netherlands, and Scandinavia, and about 30 from Canada.

The Canton Fair originated with an Export Commodities Exhibition in 1956, followed by Export Commodities Fairs in the spring and fall of both 1957 and 1958. During the past two years it has grown enormously and this year's Fall Fair contained 20,000 products compared with 15,000 a year ago. The present five-floor fair building is only a year old but it is already too small. The foundations of a new nine-story building that will more than double the present exhibition area of 140 thousand square feet have already been laid and the opening is planned for next fall.

Goods were tastefully displayed in showcases in the centre and along one side of each floor. The other side was generally given over to private rooms where discussions could be held or contracts signed with members of the joint trade delegations of the state trading corporations.

Visitors were, for the most part, lodged in two large hotels, the *Ai Chun* (Love the People) hotel, a short distance from the Fair, and the *Hwa Chyau Dah Shiah* (Overseas Chinese) hotel next door to it. There was a guide-interpreter assigned to each visitor and he was an almost constant companion throughout the visitor's stay.

Emphasis on Export

The Fair was, as its name implies, primarily a Chinese export fair. The joint trade delegations of the state trading corporations were heavily weighted with persons concerned with exports. They generally included men from the Peking head office and the Canton, Shanghai, Tientsin, Tsingtao (and occasionally other) branch offices. In some cases, import representatives were on hand and, in fact, in certain fields substantial import business was concluded. Nevertheless the entire emphasis was on Chinese goods and the Fair's primary purpose was the promotion of Chinese exports.

Products on Display

The ground floor was largely given over to a wide variety of machinery and machine tools. In addition, prospective buyers could examine a range of minerals, metals, building materials, hardware and spare parts. Outside, facing the main entrance, stood a collection of shining new buses, tractors and one or two other vehicles. In general, the goods displayed appeared to be well made and capable of doing the job for which they were designed, though they did not have the finish some other industrial producers today give them. Nevertheless, such products are filling a need and finding markets in South East Asia and they give promise of more and better goods to come. Time

and experience are the things Mainland China needs before it can realize its enormous industrial potential.

Industrial chemicals, pharmaceuticals, paints, dyes, surgical and scientific instruments, radios and other electrical equipment, musical instruments, bicycles, sewing machines and physical training supplies shared the second floor. Most of these items were attractive to look at but were not quite up to the standards of design and material expected in the West.

Animal by-products, cotton and ramie fibres, silk and woollen woven and manufactured goods, earthenware, porcelain, books, periodicals, paintings, educational supplies, stamps and sundry consumer goods occupied the third floor. The fourth was devoted to agricultural, fishery and forest products—such as cereals, oils, fats, peanuts, walnuts, pulses, native medicines, canned fruits and vegetables, canned meats and fish, tea, wines and liquors.

The fifth and final floor housed a good display of arts and crafts (silverware, gems, filigree, cloisonné, inlaid-ware, etc.), rugs, carpets, toys and household furniture. Traditionally China has been famous for such products and the Fair suggested that the ancient skills have not been lost.

Is the Fair Worth Visiting?

In general, I consider that the Fair is worth a visit from the foreign importer. For the foreign exporter, it is less likely to result in contracts—although it may in certain fields. For all businessmen interested in trading with China it provides a useful means of assessing both export and import potential and gaining experience in dealing with China's trading bureaucracy.

It is only fair to add that many Western businessmen—both importers and exporters—left the 1958 Fall Fair frustrated in their efforts to buy or sell. For example, peanut and walnut buyers were generally unable to place orders with the trading corporations, for no apparent reason. Heavy crops of both were reported but supplies were unavailable. On the other hand, foreign importers were able to place orders for textiles, footwear, canned foods, machinery, electrical equipment, arts and crafts, and a wide variety of other goods. According to the Fair authorities, products sold by three corporations (China National Native Products Export Corporation, China National Sundries Export Corporation and China National Foodstuffs Export Corporation) comprised the major share of the Cdn.\$180 million worth of business reported. Seventy-five per cent of all products contracted for are bound for markets in South East Asia, over 20 per cent for Europe, and the remainder for other areas including Canada, Australia, South America and Africa.

The main Chinese export contracts with Western traders were for goods under the supervision of the

China National Cereals, Oils & Fats Export Corporation (nuts, vegetable oils, etc.) and the China National Animal By-Products Export Corporation (bristles, furs, hides, etc.). Purchases by Canadians totalled nearly \$3 million and for the most part consisted of textiles, ores, canned foods, hardware, rubber footwear, electrical equipment and sundry native products.

Import contracts signed at the Fair amounted to something over Cdn.\$2 million and fell into four groups. In order of importance these were: metals (primarily iron and steel products: plates, tubes, tin plate, etc.); chemicals; machinery and scientific instruments; and rayon and synthetic fibres. Some 90 per cent of these contracts were signed by European traders.

Obtaining Visas

Foreign businessmen were generally welcome to attend the Fair. The main route was through Hong Kong but a few arrived via Moscow and Peking. The easiest method of obtaining a visa for Canton was to arrive in Hong Kong and proceed immediately to the China Travel Service, where passport details and photos were accepted. There was a three-to-four-day wait while these were relayed to Canton and returned. In a few cases, with the assistance of China Resources Co. in Hong Kong, the process was shortened by a day or two but future visitors to the Fair should not count on this. If the businessman applies for visas from the Chinese Embassy in London, he should request them well in advance of departure from Canada



This photograph was taken from the bridge over the Pearl River looking towards the Fair building. On the left is the Overseas Chinese Hotel, where visitors to the Fair are quartered.

as delays are inevitable. Once in Canton, some visitors found it useful to proceed to Peking and some to Tientsin and Shanghai but permission to do so depended on the interest of the Chinese in the particular trading field.

Results Weighed

Summing up, it is probably safe to say that the Chinese Export Commodities Fair in Canton can be of great value to Western businessmen interested in a source of supply of Chinese commodities not classed as traditional exports. In other words, the primary purpose of the Fair so far has been to promote those products that China has recently begun to produce for export. The Chinese Trade Corporations are aggressive in pushing sales of these and will frequently lower their prices to meet competition. They are eager for constructive criticism and are ready to improve their export products in line with such criticism. Some

business in traditional exports was concluded but buyers of these products were generally disappointed with results. Import contracts signed represented a small fraction of the total business volume and were primarily in the lines most needed for China's industrial build-up.

Probably a trip to Mainland China at another time of year might bring equally good or better results. However, it should be borne in mind that the signing of both import and export contracts is often postponed for weeks before the Fair opens so that the business can be concluded there. There is no question that contact with the Chinese National Trading Corporation representatives at the Fair is useful in assessing Mainland China's requirements, availabilities and current methods of trading. On balance, at least one trip to the Canton Fair is probably worthwhile and, in general, a visit to the Fall Fair of more value than one to the Spring Fair.



Christmas Trees

PERU—Christmas trees from Canada were offered for sale in Lima for the first time last Christmas. A limited shipment of several hundred spruce trees was arranged through an exporter in the State of Washington, who had imported them from Canada. The trees were shipped by refrigerated cargo vessel from the U.S. West Coast. Prices were equivalent to those in Canada and the United States, and the whole shipment was sold within three days of arrival. Undoubtedly much larger orders will be planned for Christmas 1959—Lima.

Cobalt 60

AUSTRALIA—Australia is to begin making radioactive cobalt 60 this year. The Australian Atomic Energy Commission's reactor near Sydney, one of the few in the world capable of turning out cobalt 60 in the required strength and quality, is also expected to produce other radioactive isotopes. The Commission is surveying medical needs in Australia, and

feels that local production will save over \$150 thousand in imports—Sydney.

Electric Furnaces

NORWAY—The Norwegian engineering firm Elektrokemisk A/S has sold two more electric pig-iron furnaces to the Italian firm Innocenti for the new steel works that Innocenti is building in Venezuela; Innocenti previously ordered seven furnaces from Elektrokemisk A/S. The Norwegian firm has also delivered a plant to Venezuela for making electrode paste. The total value of these contracts is Kr.59 million—Oslo.

Ferrochrome

NORWAY—The firm A/S Bjølvfossen on the Hardangerfjord, producers of ferrochrome and ferrosilicon, have installed three new ferrochrome smelting furnaces, which will increase their output by some 50 per cent to 15,000 tons a year. The furnaces will

Commodity Notes

be put into production in the near future and will make Bjølvfossen Norway's biggest manufacturer of ferrochrome. During the first seven months of 1958 Norway exported 8,400 tons of ferrochrome worth about Kr.25 million, against 13,700 tons worth Kr.38 million in the corresponding period of 1957. More than half of this went to the United Kingdom—Oslo.

Gin

BRAZIL—A new distillery now nearing completion near São Paulo is expected to begin producing Gordon's gin in about three months. The plant is being built by Destilaria Gordon Ltda of São Paulo, a subsidiary of Tanqueray Gordon & Company Ltd. of London—São Paulo.

Lumber

AUSTRALIA—According to the annual report of the Victorian Forest Commission, Victorian mill-log output from licensed and departmental operations in the past financial year declined by 24.6 million super feet. Output from licensed operations declined about 16.4 million super feet, mostly because of steadily decreasing supplies of suitable timber in the more accessible forests. Mill-log production from state forests totalled only 453.4 million super feet, comprising 435.7 million super feet of hardwood and 17.7 million of softwood—Melbourne.

Milk Processing Plant

PERU—A new \$80,000 milk pasteurizing plant has been built in Lima. Its present capacity is 50,000 litres a day but this can be increased to 100 thousand litres. The plant is owned by 11 local dairy farmers and Swiss firms supplied and installed the equipment—Lima.

Oil Equipment

BRAZIL—Representatives from Italian government and industrial organizations have visited Brazil to discuss supplying Italian equipment for Brazil's national oil industry. The discussions continued negotiations begun in Italy in April 1958 during a visit by officials of Petrobrás, Brazil's national petroleum corporation. Petrobrás is reportedly examining Italian proposals to supply \$300 million worth of equipment. Taking part in the negotiations were the Italian Società Finanziaria Meccanica (the holding company for 35 Italian firms) and the government-owned Ente Nazionale Idrocarburi—Rio de Janeiro.

Oil Products

AUSTRALIA—During the past ten years, Australia's oil-refining capacity has increased from less than

one million tons a year to over ten million, and plans have recently been announced to build another refinery with a capacity of 1½ million tons a year. Petroleum is Australia's largest import, and the outlay of foreign exchange can be cut by bringing in crude oil instead of refined products. In the last financial year, after exporting 1.2 million tons of refined products, the remaining output met 83 per cent of Australian needs—Melbourne.

Pharmaceuticals

JAMAICA—Pharmaceuticals will soon be made in Jamaica by a local company that has obtained the services of a highly-qualified market executive and a production manager from the United States. The company expects to go into production early this year and eventually to market its products in the Caribbean and Central and South America—Kingston.

Plastics

GERMANY—Production of plastics in the German chemical industry has continued to increase: in 1955 it accounted for 9 per cent of over-all chemical production and in 1958, for 11 per cent. This trend is expected to continue.

Investment has been concentrated in the field of polymerization plastics, including high and low pressure ethylene and new types of polycondensation and polyaddition plastics. Almost one-half of German plastics production is consumed by chemical industries making glues and adhesives, lacquer and paint, chemical fibre and textile additives. The other large consumer of raw plastics, the plastic products industry, uses about 20 per cent. The remaining 30 per cent is scattered among other industries—Hamburg.

Pulp

SWEDEN—On December 11, 1958, it was announced in the Swedish press that Sweden's pulp producers had agreed to limit production. It is hoped that this will not only help to balance supply and demand but even to reduce stocks somewhat. The agreement calls for an average reduction of more than 10 per cent in production and covers various types of chemical pulp, except bleached sulphate. It is said that Finnish and Norwegian pulp producers will probably make a similar move—Stockholm.

Steel

NEW ZEALAND—A steel mill producing 40,000 to 50,000 tons a year is to be built in Auckland and run by Pacific Steel Limited. The mill will use scrap now exported and should turn out steel worth more than £2 million a year. It is expected that an annual

saving of £1.5 million in foreign exchange will result—Wellington.

Television Sets

NORWAY—Norwegian producers of television sets are preparing to meet the expected increase in demand. One firm has already been turning out TV sets for some time and two others are now starting production; a fourth plans to begin next spring. So far, only 326 TV licences have been issued in Norway, but the number is expected to rise rapidly. From Sept. 1 to Dec. 1, 1958, the number of licences issued climbed by over 30 per cent. There is still no permanent television service in this country and no regular service will be in operation until 1960/61, though test transmissions are carried out from time to time. The development of television services in Norway will proceed in four three-year stages; during the first stage, facilities will be provided for the central part of eastern Norway, principally in the Oslo area—Oslo.

Tires and Tubes

CEYLON—The Government has approved a proposal by the Minister of Industries to establish a state-owned tire and tube plant. Machinery and technical assistance are to be provided by Russia under the recently-concluded economic and technical co-operation agreement. Russia is to grant Ceylon a loan of 120 million roubles at 2½ per cent interest a year for a period of five years for development projects; local costs will be met by the Ceylon Government. The projected factory will be designed to make 120 thousand tires and 80,000 tubes a year. Because tires are of varying sizes, the factory will only produce those which are in fairly heavy demand locally.

According to current estimates the factory will cost a total of Rs.15 million (Can.\$3 million). Of this, a little over two-thirds will have to be spent abroad for plant, equipment and technical advice. The rest will be spent locally on land and buildings. Natural rubber will be the chief raw material used. Other components that will have to be imported include carbon black, textile or nylon cord, and wire. At present there are over 100 thousand motor vehicles in Ceylon and annual consumption of tires and tubes is estimated at about 125 thousand and 80,000 respectively. The principal suppliers are the United Kingdom, Japan, Germany, India, Union of South Africa and France. United States and Canada supply small amounts—Colombo.

Tractors

BRAZIL—Brazil imported 8,131 tractors in 1957 valued at Cr.\$2.2 billion, according to the Ministry of Finance. This is almost double the 4,562 imported

in 1956, valued at Cr.\$835 million. Most of the tractors went to the southern and central states of Brazil which have the major farming areas—Rio de Janeiro.

Transformers

NORWAY—The electrotechnical company A/S Per Kure, Oslo, has just concluded a Kr.1.5 million export contract with Mainland China for 300 transformers with a total power rating of 48,000 kva. It has also recently delivered 200 transformers, worth about Kr.1.2 million, to India. In co-operation with Elektrokemisk A/S, Per Kure is producing electrical equipment worth Kr.13 million—including ten transformers of 33,000 kva. each—for the new steel works that the Italian firm Innocenti is building in Venezuela—Oslo.

Wood Pulp

BRAZIL—Brazil's encouragement to investors in the expanding wood pulp industry may help to more than double its capacity of 170 thousand tons by the end of 1962. At present, Brazil imports approximately 130 thousand tons of wood pulp valued at \$24.6 million a year, mainly from Finland, Sweden, the United States and Norway. By 1962 it is hoped that domestic wood pulp capacity will reach 486 thousand tons, making Brazil self-sufficient in this product and easing her foreign exchange difficulties. Almost 50 per cent of the pulp will come from eucalyptus, and the remainder from Brazilian pine and sugar-cane waste—Rio de Janeiro.

Coming to Canada on Business

THE INFORMATION about foreign business visitors given here is, to the best of our knowledge, accurate at the time of going to press. We cannot, however, accept responsibility for any changes in itineraries nor for cancellation of plans. This information is published as a service and in no way represents sponsorship or selection by the Department of Trade and Commerce. We cannot undertake to enter into correspondence about these visitors.

► from the United Kingdom

F. M. BRUCKSHAW and J. H. C. RAWSON, of Hodgkinson and Gillibrand Ltd., Lower Bridgman Street, Bolton, Lancs., manufacturers of circular knitted underwear and outerwear, will tour Canada during January and February. These gentlemen arrived in Montreal on January 23 and will also visit Toronto, Calgary and Vancouver. Businessmen interested in meeting them may contact the United Kingdom Trade Commissioners in Montreal, Toronto, Edmonton or Vancouver.



PHARMACEUTICAL RAW MATERIALS

The Market in Australia

Imports of basic components are essential to this rapidly growing industry, but currency restrictions are hampering Canadian participation.

H. STEWART HAY,
Assistant Commercial Secretary, Sydney.

THE Australian pharmaceutical industry is firmly established and expanding vigorously. Production in 1956 of proprietary medicines and ethicals of all types was valued at £A15.4 million*, in addition to cosmetics, dentifrices, and disinfectants worth £A6.8 million. Many well-known international firms have established branches in Australia and more plan to do so. A high standard of living and a rapidly growing population, plus the potentialities of neighbouring markets for exports, promise the industry a bright future.

Nevertheless, there is a heavy dependence on overseas sources for constituent drugs and chemicals. Medicinal preparations and other drugs are also imported in considerable quantities—a total of £5.6 million in 1956-57.

Domestic production of drugs and pharmaceutical chemicals includes a comparatively small but significant range. The most important are: sulfa drugs, penicillin, streptomycin, chloramphenicol, insulin, ACTH, Salk vaccine, caffeine and phenacetin. Other locally manufactured products include aluminum hydroxide gel, amino-acridine antiseptics, amyl nitrite, atropine and hyoscine, bile acids, bismuth salts, cineol, citric acid and citrates, Epsom salts, ether and ethyl chloride anaesthetics, Glauber's salts, medical gases (oxygen and nitrous oxide), rutin, tartaric acid and tartrates, and vitamin C. Many of these are exported and nearly all are available for export.

Imports Still Large

The table on the right outlines the value and source of the principal imported drugs and constituents.

More than half of Australia's imports of pharmaceutical raw materials and other drugs and preparations come

from the United Kingdom. Imports from Canada are almost negligible and include only a small quantity of antibiotics and medicinal preparations; only the latter are noted separately in the Australian import statistics.

IMPORTS OF PRINCIPAL PHARMACEUTICAL RAW MATERIALS AND DRUGS

	1956-57	1955-56	Principal Sources
	(in A £'000)		
Vitamins	509	426	Switzerland & United Kingdom
Antibiotics	486	1,303	United Kingdom & France
Phthalic acid	431	579	France, Germany & other European
Sulfa drugs	236	216	United Kingdom
Codeine	236	154	United Kingdom
Mercury and compounds	185	239	United Kingdom & other European
Insulin	174	113	United Kingdom
Caffeine	122	90	Germany & United Kingdom
Phenacetin	111	76	United Kingdom
Carbon tetrachloride	63	67	Germany
Zinc compounds	59	80	France & United Kingdom
Formaldehyde	58	19	United Kingdom
Liver extracts	57	75	United Kingdom & Germany
	2,727	3,437	

SOURCES OF PRINCIPAL PHARMACEUTICAL RAW MATERIALS AND DRUG IMPORTS

	1956-57	1955-56
United Kingdom	1,350	2,074
Switzerland	357	197
Germany	261	233
France	174	212
Other European	384	428
United States	16	94
CANADA	nil	nil
Other	145	199
	2,727	3,437

Exports Are Rising

Exports of drugs and pharmaceuticals from Australia totalled £A1.5 million in 1956-57. The most important drug lines were aspirin tablets and powders, bacteriological products and sera. Overseas shipments of

* £A1=Can.\$2.20.

pharmaceuticals rose from £A900 thousand in 1955-56 to £A1.2 million in 1956-57. About one-third of these exports went to New Zealand, one-quarter to South East Asia, 15 per cent to America, 10 per cent to Australian territories, and 5 per cent to the United Kingdom.

Tariff Is Favourable

Imports from Canada generally receive the same tariff treatment as those from the United Kingdom and more favourable treatment than almost all other suppliers. Canadian and British-made vitamins, antibiotics, sulfa drugs, codeine and insulin enter free of duty and with a $7\frac{1}{2}$ per cent advantage over most other sources. Occasionally, when certain antibiotics and other products are not available in either Australia or the United Kingdom, free entry is given to supplies from anywhere in the world. Canada and the United Kingdom have a $12\frac{1}{2}$ per cent advantage on caffeine, 15 per cent on liver extracts, $17\frac{1}{2}$ per cent on carbon tetrachloride and formaldehyde, and 20 per cent on certain zinc compounds.

Until recently it has not been possible for Canadian exporters to take full advantage of the benefits of these tariff preferences because of import controls which have been particularly stringent against goods from the dollar area. Before December 1, 1958, licences to import from the dollar area were issued only if supplies were not available locally or from non-dollar sources.

On December 1, however, discrimination against imports from the dollar area was removed on a wide range of chemical products, including laboratory chemicals for approved importing houses, chemicals for industrial and agricultural use, and chemicals and drugs for use in the manufacture of medicinal products. These goods are now subject to world administrative control which is free of discrimination between currency areas. This means that Canadian exporters now have equal opportunity to cater to Australian import needs in competition with all other suppliers on the basis of price and quality.

Export or License?

The Australian market for pharmaceutical raw materials should continue to be a buoyant one, with the local industry expanding faster than the growth in population and with export opportunities in surrounding markets. As an alternative to direct export, inquiries are occasionally received from local manufacturers interested in making Canadian lines under licence. Many prominent American and British firms have judged the Australian market sufficiently worthwhile to set up subsidiaries in this country. Several Canadian suppliers of pharmaceutical raw materials have established representation here. ●

World Bank Aids Development

WORLD BANK loans made in the last quarter of 1958 are being put to work in El Salvador, Colombia, Brazil, Austria, and South Africa. A total of \$180.8 million is being spent, with the emphasis on establishing hydro-electric plants, building roads, and expanding railway facilities.

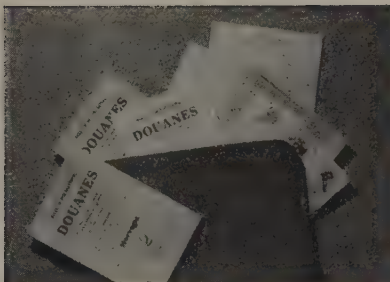
Colombia, which has increased electric power supplies in the Cali area sixfold in the past three years, has received \$2.8 million to install a second 10,000 kw. thermal unit at Yumbo. The increased capacity is expected to satisfy demand until 1962. The loan marks the third time that the World Bank has assisted Central Hidroeléctrica del Río Anchicaya, Limitada, to develop local hydro-electric potential.

El Salvador is building an all-weather road network through the large potentially rich coastal area with the \$5 million borrowed from the World Bank and three U.S. private banks. The new highways, part of the Government's economic development policy to increase and diversify agricultural production through the opening up of new land, will replace earth roads in the Pacific coastal plain that are impassable during the rainy season.

Brazil, with the aid of a \$73 million Bank loan, is starting construction on the largest hydro-electric project ever undertaken in Latin America, at Furnas Rapids in central-southern Brazil. The first stage, with an output of 460 thousand kw., is expected to be completed by 1963 at an estimated cost of \$210 million. The second, to be finished by 1965, will boost capacity to 1.1 million kw.

An investment banking group has joined the World Bank in providing a \$50 million loan to Austria. The money will be used in several ways—electrifying federal railways, modernizing the federal telephone system, building a Vienna-Salzburg expressway, and constructing the Aschach hydro-electric power project on the Danube River near Linz. The power plant, one of six to be built between 1958 and 1963, will have an output of 264 thousand kw.

A \$25 million Bank loan and the proceeds of a \$25 million bond issue will be used by South Africa to expand its railway system which has not been able to keep up with the demands of the rapidly expanding economy. Improvements to be undertaken include repairing 410 miles of line, electrifying 640 miles, constructing 160 miles of new branch lines, and purchasing rolling stock and 530 locomotives.



Trade and Tariff Regulations

British West Africa

DOLLAR IMPORTS RELAXED—Control Authorities in Nigeria, Sierra Leone and Gambia have announced that, effective January 1, 1959, Open General Licences will be issued for various categories of goods from the dollar area.

Among the goods which may be imported freely into Nigeria and Sierra Leone are specified types of food products, crude materials, mineral fuels, lubricants and related materials, chemicals, machinery and transport equipment, and manufactured goods.

The goods which may be imported into Gambia include flour, motor and aviation spirit, oils and machinery.

Information concerning particular commodities in the lists of liberalized imports may be obtained from the International Trade Relations Branch.

Cyprus

LICENSING ANNOUNCEMENT—The Director of Commerce and Industry, Cyprus, has announced that, effective January 1, 1959, an Open Import Licence has been issued to cover a wide range of goods from Canada and the American Account countries.

The liberalized goods comprise mainly food, hides and skins, fertilizers, seeds, chemicals, wood and cork manufactures, paper and paperboard, metals, non-metallic mineral manufactures and machinery.

Information concerning particular commodities in the list of liberalized goods may be obtained from the International Trade Relations Branch.

France

MANY DOLLAR IMPORTS LIBERALIZED—France has liberalized a long list of imports from Canada and the United States, effective January 1 and January 13. The necessary permits will be granted automatically and without any restrictions for liberalized imports. A number of items on the list appear to be of interest to Canadian exporters, including the following: primary aluminum; primary copper (except electrolytic copper), lead and zinc; copper, lead, zinc and molybdenum ores; iron pyrites; platinum; silver and silver alloys; wrought bars, rods, angles, shapes and sections of copper and unalloyed copper wire; steel scrap; primary iron and steel.

Asbestos; feldspar; nephelene syenite; coal tar; phosphorous sulphide; arsenic sulphide; carbon disulphide; copper sulphate; vinyl chloride monomer; acetone; nitrogenous fertilizers; ebonite; unrefined sulphur of all kinds (other than sublimed, precipitated and colloidal).

Livestock (horses, cattle, hogs, and sheep) including breeding stock; hides and skins; certain types of tanned leather; raw and dressed fur skins; animal and fishery byproducts; fish eggs and cod roe; seed potatoes; clover seed; grass seed and other fodder seeds.

Wood pulp; pulpwood; poles and pilings; railway ties; box shooks and sundry woodenware; certain types of common wood in the rough and planks and boards; cotton waste; refractory brick; some railway rolling stock; various types of machinery and parts.

Import controls still apply to some important Canadian export items including synthetic rubber, wheat, electrolytic copper, flaxseed and newsprint paper.

Information regarding the status of particular goods relative to France's dollar import liberalization may be obtained upon request from the International Trade Relations Branch.

FRANC DEVALUED—France announced a new devaluation measure effective December 29, 1958. The franc was devalued from 420 francs to the U.S. dollar to 493.7 francs to the U.S. dollar—a devaluation of approximately 17.5 per cent. At the same time, the franc was made convertible in terms of the dollar plus certain other currencies insofar as current account transactions by non-residents are concerned. The devaluation is expected to result in a reduction in prices of French products abroad, but not to any substantial degree. It will likely make imports into France somewhat more expensive.

Norway

DOLLAR IMPORT LIBERALIZATION EXTENDED—The Canadian Commercial Counsellor in Oslo reported that effective January 1, 1959, all items on the Norwegian list of free imports from countries participating in the Organization for European Economic

Co-operation may also be imported from the dollar area free from quantitative restrictions and without import licences. This measure ends the discrimination against Canada and other dollar countries which had resulted from a significant difference between Norway's dollar and OEEC import liberalization lists. The move is related to the introduction of external convertibility whereby the Norwegian currency, together with those of the United Kingdom and of various other Western European countries, may be freely converted into dollars for payments of imports.

Although the new Norwegian import regulations are not yet available, it has been reported that they will comprise only one list of items which will remain subject to import licensing requirements from all sources. However, the previous regulations show that a considerable number of goods were liberalized when imported from OEEC countries but not from dollar countries. According to the report, these are the goods which are newly liberalized when imported into Norway from Canada and from other countries in the dollar area. Among them, the following appear to be of interest to Canadian exporters:

- Barley
- Canned salmon
- Canned lobsters
- Various other fish and fish products
- Sausage casings, artificial
- Dried apricots
- Potatoes
- Beans, peas and lentils; split peas
- Roundwood and sawn wood
- Wood pulp
- Vitamins, bacteriological preparations (sera, vaccines, etc.) antibiotics, pharmaceutical products (imports are made by the State Drug Monopoly)
- Leather including upper leather, sole leather and patent leather
- Leather machine and transmission belting
- Dressed furskins
- Common veneers
- Newsprint paper
- Various kinds of paper, including writing and wrapping paper
- Building board
- Building materials of asbestos
- Pipes and plates of cement and asbestos cement
- Firebrick
- Refractory pipes, crucibles and retorts
- Artificial abrasive materials (carborundum, emery, etc.), shaped or cast
- Smoothing and polishing paper or cloth, including emery and sand paper and cloth
- Asbestos brake linings
- Carbon and graphite electrodes
- Various machines for working wood
- Lamps of base metals including hurricane lamps and electric pocket lamps
- Various articles of clothing and footwear
- Optical glass
- Motion picture film, exposed and unexposed; other unexposed films
- Musical instruments, including organs, etc.

- Buttons
- Cellophane, viscose paper and the like
- Various manufactures of celluloid
- Fountain pens and mechanical pencils

United States

TARIFF COMMISSION INVESTIGATION OF CALF AND KIP LEATHER MODIFIED—*Foreign Trade* of December 6, 1958, carried a report on an investigation of imports into the United States of specified leather under the escape clause of the Trade Agreements Act.

The Tariff Commission has now advised that, pursuant to the request of the applicant, the scope of the investigation has been modified to exclude lining leather made from calf or kip skins provided for in paragraph 1530(b) (4) from the investigation.

Venezuela

TARIFF ON IRON OR STEEL MESH—A joint resolution passed by the Venezuelan Ministries of Finance and Development, effective December 24, 1958, establishes a new tariff classification for iron or steel mesh. Previously this product was imported free of duty under Tariff No. 448. The new resolution establishes the following classification:

	<i>Duty</i>
Tariff No. 305-T—Mesh, woven or soldered, not galvanized	Bs.0.70 per kilo.
Tariff No. 305-U—Mesh, woven or soldered, galvanized	Bs.0.75 per kilo.
—Caracas.	

TARIFF ON METALLIC AND PLASTIC SPONGES —To protect the expanding local industry, the Venezuelan Government has established a new customs tariff classification that raises the duties on metallic and plastic sponges. The new classifications are as follows:

	<i>Duty</i>
Tariff No. 317-G—Shavings or wool of iron, steel, or other common metals impregnated or not with soap; sponges, gloves and mops for scouring and polishing and other similar articles for analogous uses, of iron, steel or other common metals	Bs.5.00 per kilo.
Tariff No. 411-O—Plastic artificial unspecified materials in sponges, mops and other articles for scouring, polishing or cleaning	Bs.8.00 per kilo.

The new resolution became effective on December 18, 1958—Caracas.

foreign trade service abroad

* No Foreign Trade Officer at this post.

Bentley's Second Phrase Code is used by Canadian Trade Commissioners

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Argentina	C. S. Bissett Commercial Counsellor G. E. Blackstock Assistant Commercial Secretary	Canadian Embassy Bartolome Mitre 478 BUENOS AIRES	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 33-8237
Australia (Capital Territory, New South Wales, Queensland, Northern Territory) Dependencies	J. C. Britton Commercial Counsellor for Canada H. S. Hay Assistant Commercial Secretary	7th Floor, Berger House 82 Elizabeth Street SYDNEY	<i>Mail:</i> <i>P.O. Box</i> 3952 G.P.O. <i>Cable:</i> CANADIAN <i>Tel.:</i> BW 5696
Australia (Victoria, South Australia, Western Australia, Tasmania)	T. G. Major Commercial Counsellor for Canada	83 William Street MELBOURNE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> MU 4716
Austria Czechoslovakia, Hungary	R. K. Thomson Commercial Secretary for Canada	Opernringhof Opernring 1 VIENNA 1	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 57-25-97
Belgian Congo Angola, French Equatorial Africa	K. Nyenhuis Canadian Government Trade Commissioner R. A. Bull Assistant Trade Commissioner	Forescom Building LEOPOLDVILLE 1	<i>Mail:</i> <i>Boite Postale</i> 8341 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2706
Belgium Luxembourg	L. H. Ausman Commercial Counsellor Commercial Secretary J. R. Roy Assistant Commercial Secretary	Canadian Embassy 35 rue de la Science BRUSSELS	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 13.38.50
Brazil	V. L. Chapin Commercial Counsellor C. M. Kerr Assistant Commercial Secretary	Canadian Embassy Edificio Metropole Av. Presidente Wilson 165 RIO DE JANEIRO	<i>Mail:</i> <i>Caixa Postal</i> 2164 <i>Cable:</i> CANADIAN <i>Tel.:</i> 42-4140
Brazil	C. E. Butterworth Consul and Trade Commissioner R. C. Anderson Vice Consul and Assistant Trade Commissioner	Canadian Consulate Edificio Alois Rua 7 de Abril 252 SAO PAULO	<i>Mail:</i> <i>Caixa Postal</i> 6034 <i>Cable:</i> CANADIAN <i>Tel.:</i> 36-6301
Ceylon	W. R. Van Commercial Secretary	Office of the High Commissioner for Canada 6 Gregory's Road Cinnamon Gardens COLOMBO	<i>Mail:</i> P.O. Box 1006 <i>Cable:</i> CANADIAN <i>Tel.:</i> 91341
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Acting Trade Commissioner**Indonesia**M. B. Blackwood
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Japan South Korea	J. L. Mutter, Commercial Counsellor W. G. Pybus Commercial Secretary R. G. Woolham Assistant Commercial Secretary	Canadian Embassy Tokyo	<i>Mail:</i> Canadian Embassy <i>Cable:</i> CANADIAN <i>Tel.:</i> 48-4116
Lebanon Iraq, Jordan, Persian Gulf area, Syrian Region of United Arab Republic	C. O. R. Rousseau Commercial Secretary	Canadian Embassy Alpha Building Rue Clemenceau BEIRUT	<i>Mail:</i> Boite Postale 2300 <i>Cable:</i> CANADIAN <i>Tel.:</i> 30794
Mexico	C. J. Van Tighem Commercial Counsellor D. B. Laughton Commercial Secretary A. A. Lomas Assistant Commercial Secretary	Canadian Embassy Melchor Ocampo 463, 7th Floor MEXICO 5, D. F.	<i>Mail:</i> Apartado 25364 <i>Cable:</i> CANADIAN <i>Tel.:</i> 25-15-60
Netherlands	Commercial Counsellor W. R. Hickman Commercial Secretary B. Horth Assistant Commercial Secretary	Canadian Embassy Sophialaan 5-7 THE HAGUE	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> 61-41-11
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Territory	Officer	City Address	Mail and Cables, Office Telephone
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South Africa (Natal, Transvaal, Orange Free State), Madagascar, Mauritius, Mozambique, Reunion	C. R. Gallow Canadian Government Trade Commissioner I. V. Macdonald Assistant Trade Commissioner	Mutual Building Harrison Street JOHANNESBURG	<i>Mail:</i> P.O. Box 715 <i>Cable:</i> CANADIAN <i>Tel.:</i> 33-2628
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United Kingdom	B. C. Butler Minister (Commercial) G. H. Rochester Commercial Counsellor (Timber) D. A. B. Marshall Agricultural Counsellor W. Gibson-Smith Commercial Secretary S. G. Tregaskes Commercial Secretary E. J. White Commercial Secretary (Timber)	Office of the High Commissioner for Canada Canada House Trafalgar Square LONDON, S.W.1	<i>Mail:</i> (City Address) <i>Cable:</i> SLEIGHING <i>Tel.:</i> Whitehall 8701 <i>Cable:</i> TIMCOM
United Kingdom (Midlands, North England)	A. W. Evans Canadian Government Trade Commissioner	Martins Bank Building Water Street LIVERPOOL	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> Central 0625
United Kingdom (Northern Ireland)	H. A. Gilbert Canadian Government Trade Commissioner	36 Victoria Square BELFAST	<i>Mail:</i> (City Address) <i>Tel.:</i> 21867
United States Delaware, Maryland, Virginia, West Virginia	Dr. W. C. Hopper Minister (Commercial) Wm. Jones Commercial Secretary W. A. Stewart Assistant Commercial Secretary G. P. Morin Assistant Commercial Secretary	Canadian Embassy 1746 Massachusetts Ave., N.W. WASHINGTON 6, D.C.	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> DEcatur 2-1011
United States (Connecticut, New Jersey, Pennsylvania, New York), Bermuda, Liberia	S. V. Allen Deputy Consul General (Commercial)	Canadian Consulate General 680 Fifth Ave NEW YORK CITY 19	<i>Mail:</i> (City Address) <i>Cable:</i> CANTRACOM <i>Tel.:</i> JUDson 6-2400

Territory	Officer	City Address	Mail and Cables, Office Telephone
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	F. I. Wood Vice Consul and Assistant Trade Commissioner		
United States (Massachusetts, Maine, Rhode Island, Vermont, New Hampshire)	F. B. Clark Consul and Trade Commissioner	Canadian Consulate General 532 Little Building 80 Boylston Street BOSTON 16	<i>Mail:</i> (City Address) <i>Tel.:</i> HAncock 6-4320
United States (Illinois, North Dakota, South Dakota, Minnesota, Wisconsin, Indiana, Iowa, Kansas, Nebraska, Kentucky, Missouri)	R. F. Renwick Consul and Trade Commissioner	Canadian Consulate General 111 North Wabash Avenue CHICAGO	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> RAnkley 6-6033
	G. F. J. Osbaldeston Vice Consul and Assistant Trade Commissioner		
United States (Michigan, Ohio)	M. J. Vechsler Consul and Trade Commissioner	Canadian Consulate 1139 Penobscot Building DETROIT 26	<i>Mail:</i> (City Address) <i>Tel.:</i> WOODward 5-2811
	J. R. Midwinter Vice Consul and Assistant Trade Commissioner		
United States California (the ten south- ern counties), Clark County in Nevada, Arizona, New Mexico	T. M. Burns Consul and Trade Commissioner	Canadian Consulate General 510 West Sixth Street LOS ANGELES 14	<i>Mail:</i> (City Address) <i>Tel.:</i> MAdison 2-2233
United States (Louisiana, Texas, Oklahoma, Arkansas, Mississippi, Tennessee, Alabama, North Carolina, South Carolina, Georgia, Florida)	T. F. Harris Consul and Trade Commissioner	Canadian Consulate General 215-217 International Trade Mart NEW ORLEANS 12	<i>Mail:</i> (City Address) <i>Cable:</i> CANADIAN <i>Tel.:</i> JACkson 5-2136
*United States California, (except the ten southern counties), Wyom- ing, Nevada (except Clark County), Utah, Colorado, Hawaii	Consul General	Canadian Consulate General 3rd Floor, Kohl Building 400 Montgomery Street SAN FRANCISCO 4	<i>Mail:</i> (City Address) <i>Tel.:</i> SUTter 1-3039
*United States (Oregon, Idaho, Washington, Montana), Alaska	Consul General	Canadian Consulate General The Tower Building Seventh Avenue at Olive Way SEATTLE 1, Washington	<i>Mail:</i> (City Address) <i>Tel.:</i> MUTual 3515
Uruguay Paraguay Falkland Islands	C. B. Birkett Commercial Counsellor	Canadian Embassy No. 1409 Avenida Agraciada Piso 7° MONTEVIDEO	<i>Mail:</i> Casilla Postal 852 <i>Cable:</i> CANADIAN <i>Tel.:</i> 96096
Venezuela Netherlands Antilles	R. E. Gravel Commercial Counsellor	Canadian Embassy Edificio Pan American Avenida Urdaneta Puente Urapal, Candelaria CARACAS	<i>Mail:</i> Apartado 9277 <i>Cable:</i> CANADIAN <i>Tel.:</i> 54.34.32
	W. G. Brett Assistant Commercial Secretary		
	R. D. Sirrs Assistant Commercial Secretary		
West Indies (Barbados, Trinidad and Tobago, Windward and Leeward Islands) British Guiana, French Guiana, Surinam Guadeloupe, Martinique	R. G. C. Smith Commissioner for Canada	Colonial Building 72 South Quay PORT-OF-SPAIN	<i>Mail:</i> P.O. Box 125 <i>Cable:</i> CANADIAN <i>Tel.:</i> 34787
	P. T. Eastham Assistant Commercial Secretary		
West Indies (Jamaica) Bahamas, British Honduras	H. E. Campbell Canadian Government Trade Commissioner	Barclays Bank Building King Street KINGSTON	<i>Mail:</i> P.O. Box 225 <i>Cable:</i> CANADIAN <i>Tel.:</i> 2858
	M. S. Strong Assistant Trade Commissioner		

The following nominal quotations may prove useful in checking prices. Canadian traders should consult their banks before making any firm commitments.

Conversions into Canadian dollar equivalent and units of foreign currency per Canadian dollar have been made at cross rates with sterling or the United States dollar on the date shown.

Except when buying and selling rates are specified, the mid rates only are quoted. The buying rate is that at which the banks purchase exchange from exporters. The selling rate is that at which banks sell exchange to importers.

When several rates are indicated, the rate applicable depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Rates used exclusively in non-merchandise trading are *not* included in the table.

For conversion to United States dollar equivalent multiply by 1.03393

foreign exchange rates

Country	Unit	Type of Exchange	Can. dollar equivalent January 19	Units per Canadian dollar	Notes (see below)
Argentina	Peso	Official	†	†	(1)
		Free01477	67.70	
Austria	Schilling03720	26.88	
Australia	Pound	2.1723	.4603	
Bahamas	Pound	2.7153	.3683	
Belgium, Belgian Empire and Luxembourg	Franc01936	51.65	
Bermuda	Pound	2.7153	.3683	
Bolivia	Boliviano ..	Free00008466	1181.19	
British Guiana ..	Dollar5657	1.77	
British Honduras ..	Dollar6788	1.47	
Brazil	Cruzeiro ..	General Category*004502	222.11	*Dec. 30 (2)
		Special Category*002793	358.07	
		Official buying05139	19.46	(3)
Burma	Kyat2031	4.92	
Ceylon	Rupee2036	4.91	
Chile	Peso	Free0009750	1025.64	(4)
Colombia	Peso	Certificate1511	6.62	
Costa Rica	Colon	Official1723	5.80	
		Controlled free1458	6.86	
Cuba	Peso9672	1.03391	tax 2%
Czechoslovakia ...	Koruna1343	7.45	
Denmark	Krone1400	7.14	
Dominican Republic	Peso9672	1.03391	
Ecuador	Sucre	Official06448	15.51	
		Free05812	17.21	
Egyptian Region, United Arab Rep.	Pound	Official	2.7773	.3606	
	"	Export account selling ...	2.0325	.4920	
El Salvador	Colon3869	2.58	
Fiji	Pound	2.4462	.4088	
Finland	Markka003022	330.91	
France, Monaco and North Africa	Franc003022	507.10	(5)
French colonies	Franc003944	253.55	(6)
French Pacific ...	Franc01085	92.16	(7)
Germany	D Mark2315	4.32	
Ghana	Pound	2.7153	.3683	
Greece	Drachma03224	31.02	
Guatemala	Quetzal9672	1.03391	
Haiti	Gourde1934	5.17	
Honduras	Lempira4836	2.07	
Hong Kong	Dollar	Free*1678	5.96	*Jan. 2
		Official1697	5.89	
Iceland	Krona	Official05939	16.84	(8)
India	Rupee2036	4.91	
Indonesia	Rupiah	Effective buying03194	31.31	*Dec. 1 (8)
		Effective selling02556	39.13	
Iran	Rial	Certificate01287	77.60	

*Latest available quotation date.

†Not available.

Country	Unit	Type of Exchange	Can. dollar equivalent January 19	Units per Canadian dollar	Notes (see below)
Iraq	Dinar		2.7081	.3693	
Ireland	Pound		2.7153	.3683	
Israel	Pound		.5373	1.86	
Italy	Lira		.001553	643.92	
Japan	Yen		.002687	372.16	
Lebanon	Pound	Free	.3061	3.27	
Mexico	Peso		.07738	12.92	
Netherlands	Florin		.2565	3.90	
Netherlands Antilles	Florin		.5168	1.93	
New Zealand	Pound		2.7153	.3683	
Nicaragua	Cordoba	Effective buying	.1465	6.83	
		Official selling	.1372	7.29	
Norway	Krone		.1354	7.39	
Pakistan	Rupee		.2036	4.91	
Panama	Balboa		.9672	1.03391	
Paraguay	Guarani	Official	.008713	114.77	
Peru	Sol	Certificate	.03914	25.55	
Philippines	Peso		.4836	2.07	
Portugal & Colonies	Escudo		.03375	29.63	(9)
Singapore and Malaya	Straits dollar		.3168	3.16	
Spain and Dependencies	Peseta	Controlled free	.02303	43.42	(8)
Sweden	Krona		.1870	5.35	
Switzerland	Franc		.2244	4.46	
Syrian Region, United Arab Rep.	Pound	Free	.2703	3.70	
Thailand	Baht	Free	.04548	21.99	(8)
Turkey	Lira		.1075	9.30	
Union of South Africa	Pound		2.7153	.3683	
United Kingdom	Pound		2.7153125	.368282	
United States	Dollar		.9671875	1.03393	
Uruguay	Peso	Free	.09672	10.34	
		Basic buying	.6336	1.5782	(8)
		Principal selling	.4608	2.17	
Venezuela	Bolivar		.2887	3.46	
West Indies Fed.	Dollar		.5657	1.77	(10)
	Pound		2.7153	.3683	(11)
Yugoslavia	Dinar		.003224	310.17	(8)

*Latest available quotation date.

notes

1. Argentina: Effective Jan. 1, 1959, a single fluctuating exchange rate was introduced. Exports are subject to retention taxes of either 10 or 20 per cent ad valorem under this system.
2. Brazil: exporters receive cruzeiros at official rate plus exchange premiums ranging from 18.70 to 48.64 cruzeiros per U.S. dollar, depending on product.
3. For imports of wheat, newsprint and petroleum, the effective rate of exchange is the official selling rate plus a surcharge of 61.18 cruzeiros.
4. Chile: free rate applies to exports and to imports, except prohibited imports. Chilean importers must deposit local currency in amounts ranging from 5 to 5,000 per cent, depending on product, prior to shipment of goods.
5. France: territory includes Algeria, Tunisia, Morocco, Guiana, Guadeloupe, Martinique.
6. Equatorial Africa, West Africa, Cameroons, Togoland, Somaliland, Madagascar, Reunion, St. Pierre and Miquelon.
7. New Caledonia, New Hebrides, Oceania.
8. Additional rates are in effect.
9. Portugal: approximately same rate for Portuguese territories in Africa.
10. Barbados, Trinidad, Tobago, Leeward and Windward Islands.
11. Jamaica.



Ceylon

CO-OPERATIVE DEVELOPMENT BANK—The Ceylonese Government has decided to set up a Co-operative Development Bank. A government bill, now in draft form, provides for a new bank with all the powers of a national bank; at present, the Bank of Ceylon is the only national commercial bank. The Co-operative Development Bank, which will take the place of existing co-operative banks, will also be permitted to do commercial banking, though its primary function is to aid the development of co-operatives. At first, the bank will lend only to co-operatives but later, credit may be made available to other customers. It will have branches in all provincial towns and work closely with the co-operatives. The initial capital will be Rs.6 million (Can.\$1.2 million), subscribed jointly by the Government and the co-operatives—Colombo.

Malaya

CENTRAL BANK OPENED—The new Central Bank of Malaya was formally opened on January 24 by the Paramount Ruler of the Federation. With an authorized capital of Can.\$10 million, the bank will play a big role in the national economy. It has a staff of 50, and will be directed by a former assistant governor of the Commonwealth Bank of Australia—Singapore.

Netherlands

CARTEL LEGISLATION—The recent "Economic Competition Act" in the Netherlands replaces existing cartel legislation. The new act gives the Government authority to deal with cartels attempting to regulate competition through control of output, sales, or prices and through exclusion of some buyers and sellers. Previous laws related only to cartels in trade and industry but the new act applies also to agriculture, fisheries, transport, banking and insurance.

Owners of businesses or non-profit enterprises, foundations or associations, or anyone who has made a written agreement for regulating competition, must report such undertakings to the Government within

General Notes

one month. Government notification is not required when agreements apply to a period of less than one month, or when they cover exclusive joint purchases or exclusive sales contracts. Also excluded are export cartels which do not contain regulations pertaining to sales in the Netherlands, and international transport regulations involving one or more foreign entrepreneurs.

Some parts of Dutch industry doubt whether they can survive within the Common Market without cartels. The Association of the Netherlands Chemical Industry, for instance, has said that if restrictions are placed on the right to form cartels within the Common Market, smaller firms (such as those in the Dutch chemical industry) will lose out to the bigger ones in other Common Market countries—The Hague.

South Africa

TO ADOPT DECIMAL COINAGE—Over two years ago, the South African Government accepted in principle a proposal that the Union's coinage be converted to the decimal system. The Finance Minister has now announced that laws will be introduced during the next session of parliament and preparation for the changeover will start at once. The new monetary unit has not been decided but will be announced soon. A Decimalisation Council will be appointed to supervise the introduction of the new system, probably in February 1961. An announcement will be made later about compensation to owners of equipment that will have to be scrapped when the decimal system comes in—Johannesburg.

Tour of Territory

T. F. HARRIS, Consul and Trade Commissioner in New Orleans, will visit Memphis, Tennessee, from February 2-4, and Birmingham, Alabama, on February 5-6.

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